OCTOBER 18, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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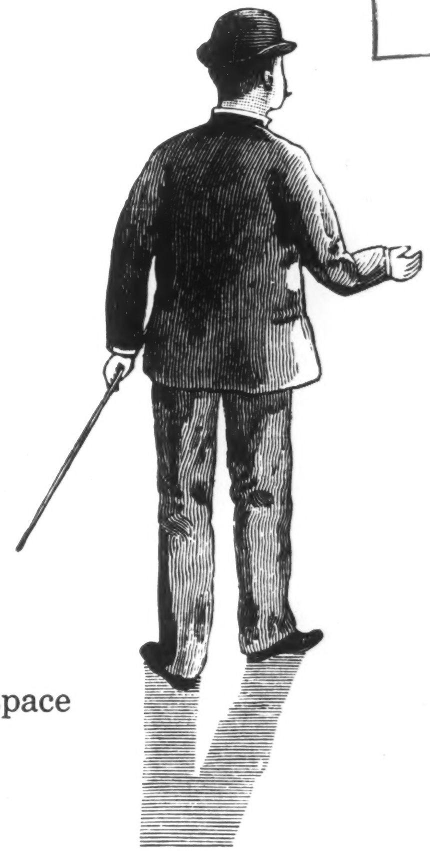

Q. Who is the mysterious Mr. Sterm?

A. Shh-h, we can't tell you.

Q. Why?

A. Because there isn't enough space on this cover.

Q. Is he *that* important?

A. No. But we think some of the facts that we told him are.

Please turn to page 44, won't you?
It'll be time, we think, well spent.

"TURN IT UP A LITTLE MORE... WLS IS OUR FAVORITE STATION, TOO!"

In Midwest cities, in rural villages and farm homes, WLS is listened to regularly. As proof, consider this offer.

WLS offered a ration book holder for a three-cent stamp, using 27 one-minute announcements in two and one-half weeks. *Response totaled 52,091,* with 37.3% of the Major Coverage Area mail coming from Metropolitan Chicago!

These 52,091 orders for a WLS premium are only one bit of evidence that *WLS Gets Results!* We have more, lots more stories of results for advertisers. Just ask us . . . or any John Blair man.

WLS

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50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
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REPRESENTED BY
JOHN BLAIR & COMPANY

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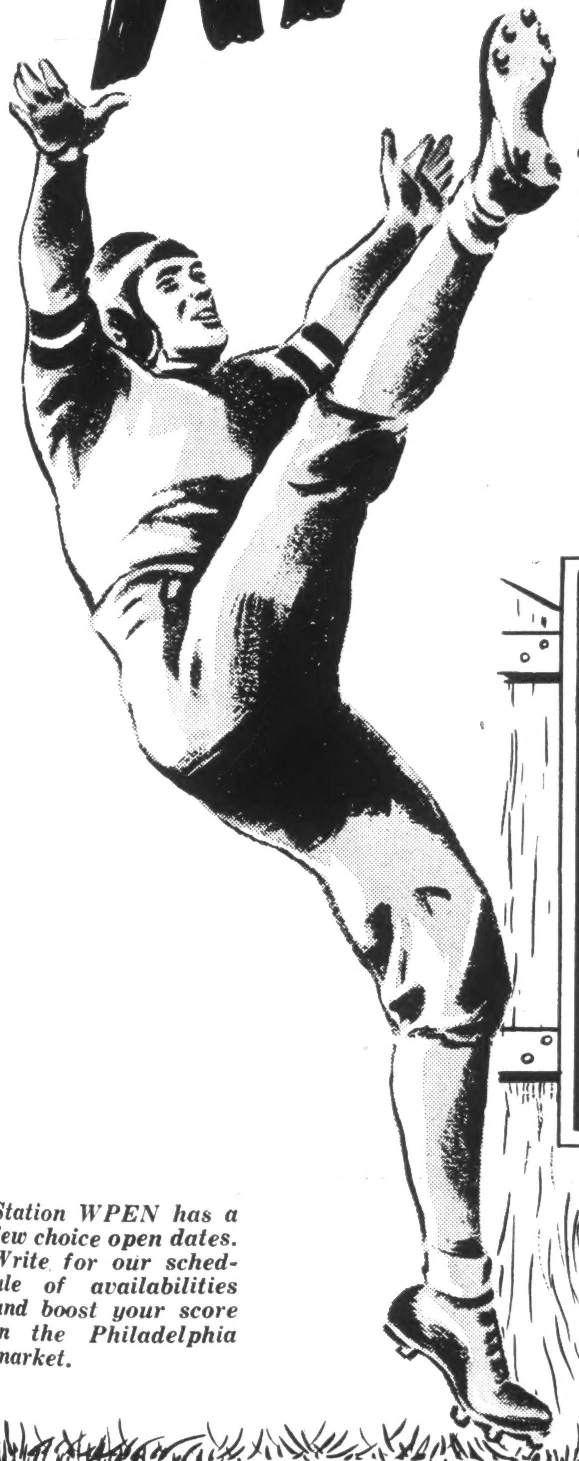
WITH THE RIGHT FOOT



Remember—there's more power behind the ball when you send it soaring with the right foot. It travels faster—and farther.

We are proud to list a few of the national advertisers who have carded a full schedule on WPEN and found us a power behind their sales score.

WPEN

National Advertisers Schedule

CHICLETS	52 Weeks
EX-LAX	52 Weeks
PEPSI-COLA	49 Weeks
CRAWFORD Clothes	41 Weeks
PALMOLIVE	26 Weeks
SUPERSUDS	26 Weeks
GENERAL BAKING	13 Weeks

(All Companies scheduled to end of 1943)

Station WPEN has a few choice open dates. Write for our schedule of availabilities and boost your score in the Philadelphia market.

WPEN
Philadelphia

5000 WATTS - 950 ON THE DIAL

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

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ECONOMICAL
BUY
in OMAHA
★
KOIL

KFAB
is a MUST
For Outstate Nebraska

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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IN THIS ISSUE—

Noble Takes Over Blue, Retains Officers 9
AFL and NEA Ask Radio Legislation 9
Cohen Heads OWI Domestic Radio Branch 10
Trammell, Royal in London 10
NAB Retail Show Launched Before 700 11
Congress Avid on Radio Legislation 12
Bar Association Urges '34 Radio Law Clarification 12
FCC Blue Decision Ends Monopoly Suits 14
WLB Disc Action Awaited 17
OWI Praises Regional Stations 18
Italy-Axis Break Finds Nets Ready 18
Six National Sponsors Start Keystone Discs 20
Free Speech and the Right to Hear—Ed Craney 22
WNYC Would Bar Court Candidates 24
New OWI Allocation Plan Stresses Bonds 28
Text of WPB Order P-133 30
OWI Figures on Bond Drive 32
Blue Ruling Puts FCC in Programming 56
Newspapers Plan to Offset Radio Promotion 62
Retailers' Reaction to NAB 63
Weather Reports Back On Air 66

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WOL

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★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

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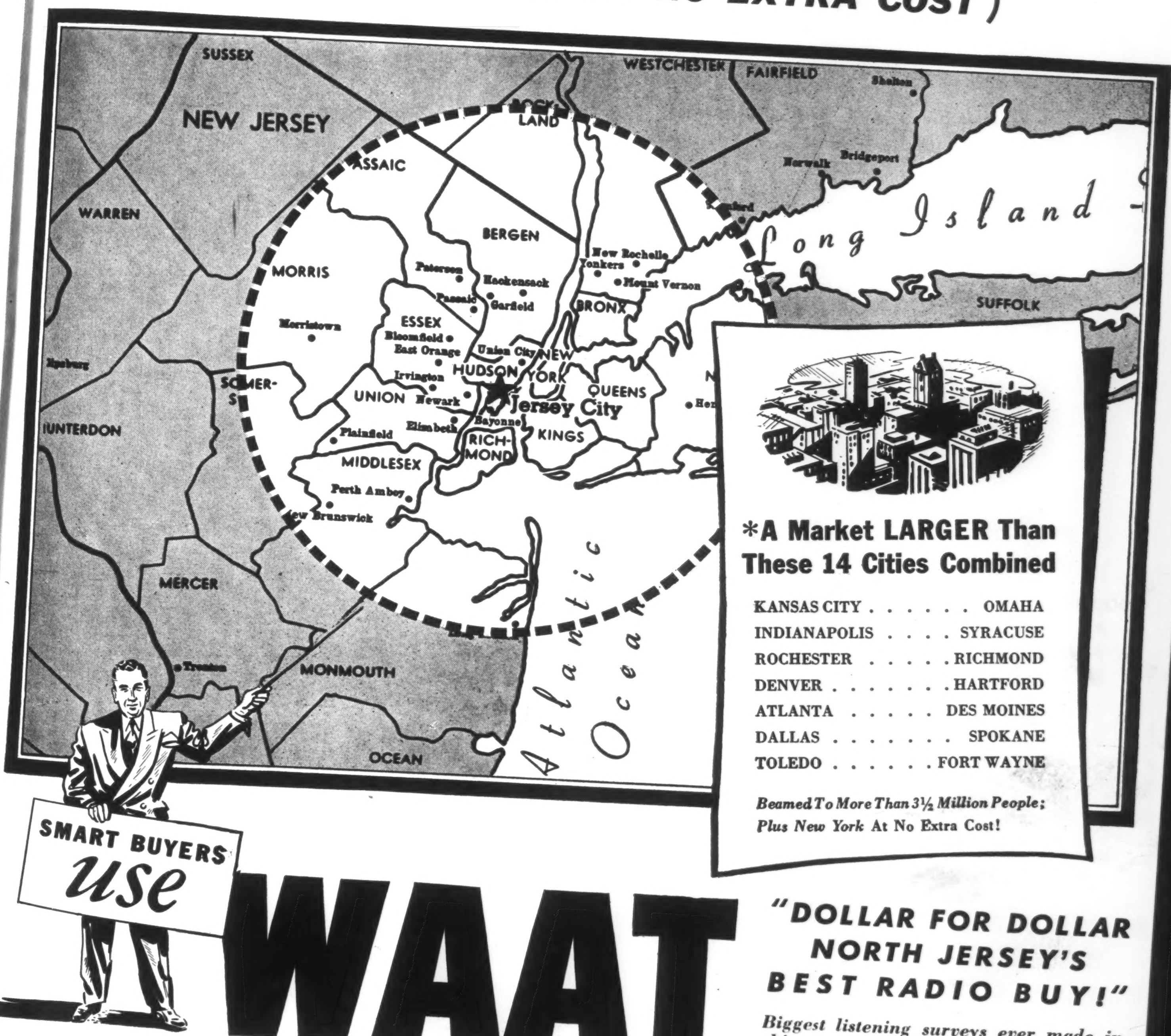
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***A Market LARGER Than These 14 Cities Combined**

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DENVER	HARTFORD
ATLANTA	DES MOINES
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TOLEDO	FORT WAYNE

Beamed To More Than 3½ Million People; Plus New York At No Extra Cost!

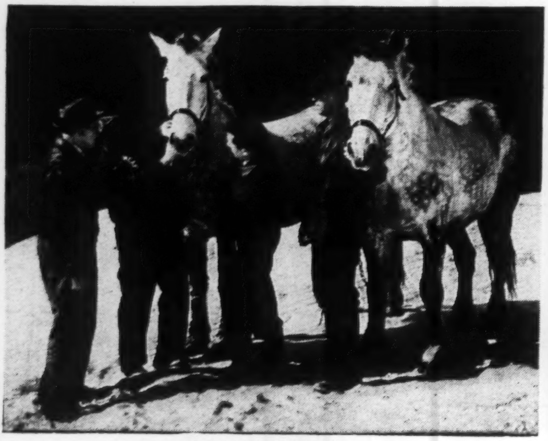
SMART BUYERS *use*

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Biggest listening surveys ever made in this market prove it! Send for them! Spot Sales Inc. (Outside N. Y. Area)

WEAF HAS A NINE-M



LIVESTOCK

DAIRY

GARDENING

LION ACRE BARNYARD !

WHEN YOU radio advertisers think of WEAF as New York's best-known station, you're likely to think in terms of the urban New York market. Of course, this in itself is a tremendous circulation factor which no smart sponsor discounts, no matter how he looks at it.

But there's more to WEAF's coverage story than Metropolitan New York alone. There is a prodigious rural audience in WEAF's effective service area where you'll find nearly 9,000,000 acres on more than 113,000 farms. The income from these is well over $367,000,000—and if you ask us, that ain't hay!

WEAF's "Modern Farmer" Program

For the past nine months, WEAF has willingly catered to the radio tastes and needs of this impressive rural market with a timely, sensible program called, "The Modern Farmer." It is heard six mornings a week from 6:30 to 7:00 A.M. The show features and is run by Mert Emmert, WEAF's Farm Program Director.

With Emmert, that's more than a desk title! In the first place, he's a practical dirt farmer himself, born and raised on a farm—and not many years ago at that. For another thing, Emmert gets around a lot among various markets and farmers, agricultural officials and county agents. Personalities like these often appear on his program.

Emmert gets the ears of WEAF's sizable farm audience, because he speaks their language, gives them the sort of news, information and diversion they want under wartime conditions. Furthermore, he's on the air at a time when New York farmers can and do listen. Curiously enough, Emmert enjoys a large "bonus" audience among suburban victory gardeners who have followed his advice on both "The Modern Farmer" show and his "Plot for Victory" program which just closed after a successful spring and summer season.

"The Modern Farmer" program can do a job for radio advertisers who want a low-cost approach to New York's valuable, responsive rural market. Mert Emmert himself can really make your product sales grow in WEAF's 9,000,000-acre "barnyard."

For complete program details and low announcement costs, write or phone NBC Spot Sales, Radio City, New York 20, N.Y.

POULTRY

CANNING

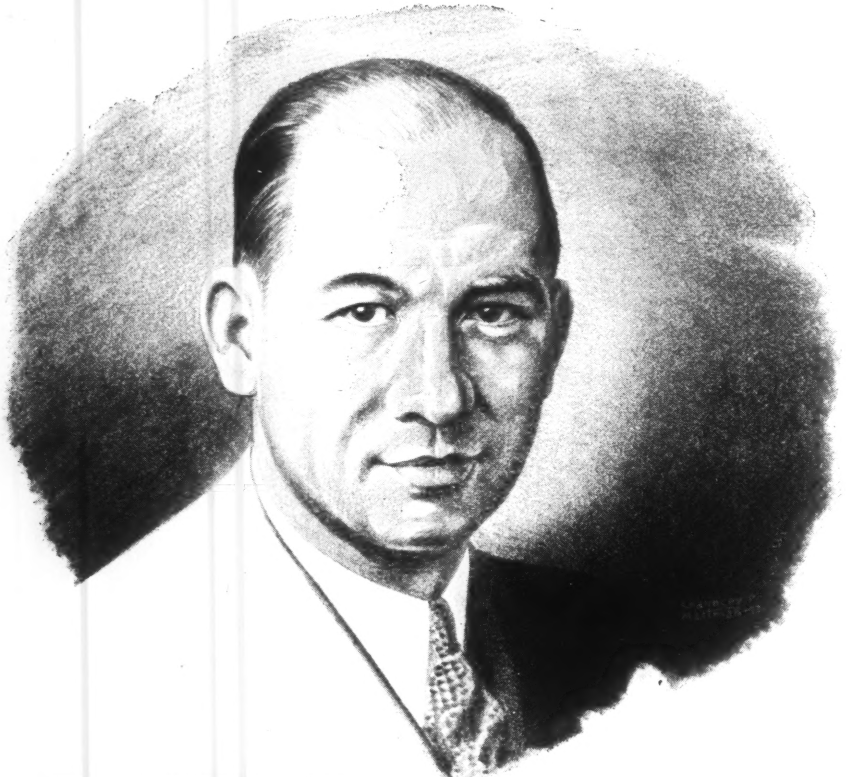
NBC's KEY STATION

Weaf

NEW YORK · 50,000 WATTS

660 on the dial

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



WALTER J. NEFF, *President, Neff-Rogow, Inc.*

Says—"Spot broadcasting, like spot bombing, hits the target with full effectiveness"

- Trust a top-notch agency man to think up a top-notch simile! Because spot broadcasting *is* like spot bombing. It selects the strategic target from among all the semi-desirable or downright worthless objectives—then accomplishes its purpose with ultimate precision and economy.
- *Most* of the nation's leading spot broadcasters have found that Free & Peters can help them very considerably in their "spot-bombing" campaigns. We know the markets that are most vulnerable—know where the least opposition will be encountered—know what kind of "bombs" will be most effective. . . . We'd be happy to offer you every facility at our command. Call us in—and see!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

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KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
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WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
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KTUL	TULSA
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BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 16 WASHINGTON, D. C., OCTOBER 18, 1943 $5.00 A YEAR—15c A COPY

Noble Takes Over Blue, Retains Officers

Text of FCC opinion on page 58; story on action, page 56; story on closing of network monopoly litigation on page 14.

Elected Chairman; Woods and Kobak Retain Posts

COMPLETE satisfaction with the management of the BLUE network, "which brought the BLUE to its present enviable position," was expressed by Edward J. Noble last Thursday, following the formal transfer of ownership of the network from Radio Corp. of America to the American Broadcasting System, of which Mr. Noble is president and sole owner, and Mr. Noble's election as chairman of the board of the Blue Network Co.

Transfer was effected Thursday afternoon when Mr. Nobel presented to David Sarnoff, RCA president, a check for the balance of the $8,000,000, purchase price of the BLUE, and received from Mr. Sarnoff 1,000 shares of the capital stock of the BLUE Network Co., representing all of its outstanding capital stock. Originally announced July 30, the sale of the network was approved by the FCC Oct. 12 and was consummated as soon as final details could be arranged.

Directors Named

After the transfer a meeting of the BLUE board of directors was held, from which five members representing RCA had resigned. Mark Woods, president, and Edgar Kobak, executive vice-president, remain as directors and the following new directors were elected: Franklin S. Wood, counsel to Mr. Noble; Earl E. Anderson, vice-president of ABS; C. Nicholas Priaulx, secretary-treasurer of ABS.

Mr. Noble was elected chairman of the board of the Blue Network Co.; Mr. Priaulk was elected vice-president in charge of finance; Robert D. Swezey, counsel of the BLUE and former assistant secretary, was elected secretary, replacing Lewis Macconnach, who is also secretary of RCA. Mr. Woods and Mr. Kobak and the other officers continue in their present capacities.

"Of course the management which brought the BLUE to its present enviable position will be maintained," Mr. Noble told BROADCASTING. "You will note," he stated, "that the only changes being made in the organization are the resignation of five directors and one officer representing RCA and the election of four new directors and an officer representing me.

"In buying the BLUE Network, I am acquiring a going business concern, going, I might add, in the right direction, and I have the greatest confidence in Mr. Woods and Mr. Kobak and the other executives who are responsible for this admirable achievement. I do not contemplate any changes that might disturb the network's successful operations."

A NETWORK IS SOLD, and delivered, for the first time in history, with David Sarnoff, president of the Radio Corporation of America, handing to Edward J. Noble, purchaser of the BLUE, a certificate for 1,000 shares—the entire stock—of the BLUE Network Co. Inc. Mr. Sarnoff had previously received $7,000,000 in cash, which with the $1,000,000 Mr. Noble paid down, constituted the purchase price. Mark Woods, president of the BLUE, looks on at the right of the picture.

Amplifying his earlier statement to the Commission in a statement made in connection with his acquisition of the BLUE, Mr. Noble said: "While the policies set forth in the code of the BLUE Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions; and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the BLUE Network code embodied in my letter to the FCC."

The full text of Mr. Noble's statement and Mr. Sarnoff's message of congratulations to Mr. Noble and the BLUE officers and staff were read on the full network at 4 p.m. Thursday by Hugh James.

Application for the transfer of the license of WMCA New York, now owned by Mr. Noble, to Nathan

(*Continued on page 57*)

AFL And NEA Ask Radio Legislation

Congress Action Asked In Formal Convention Resolutions

TWO OF the country's most influential membership organizations—the American Federation of Labor and the National Editorial Assn.—last week officially went on record in favor of amendment of the Communications Act of 1934 to safeguard freedom of radio.

AFL, representing a confederation of labor unions, unanimously adopted a resolution at its Boston convention, calling upon Congress to amend the present law by prescribing the "limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content." The resolution was offered by Delegate Richard J. Gray, Building and Construction Trades Dept., of Cleveland, who called attention to the potentials of postwar building trades employment in television, FM and electronic industries.

NEA Endorses Bills

The advisory council of the National Editorial Assn., at a four-day meeting in Chicago, on Oct. 10 adopted a resolution endorsing the White-Wheeler Bill (S-814) and the companion Holmes bill in the House (HR-3109) to amend the Communications Act and reorganize the FCC. It marked the first time a specific radio bill had been espoused by a national newspaper organization, and was premised on the conclusion that freedom of the radio must be safeguarded as synonymous with freedom of the press. It was predicted informally that the day will come when publishers and broadcasters will stand side-by-side, probably under joint auspices, in fighting against Government encroachment upon their freedom.

Action of the AFM convention was viewed as sharply at variance with the position of CIO, the competitive federation of unions. At the Blue network transfer hearings before the FCC last month, CIO sought to have the FCC broaden its supervision over programs by enforcement of a requirement that stations sell time for discussion of

(*Continued on page 61*)

Phil Cohen Succeeds Stauffer As OWI Domestic Radio Chief

William M. Spire, Agency Man, Named Deputy; Both Appointments Are Merit Promotions

MR. COHEN

APPOINTMENT of Phil Cohen to succeed Don Stauffer as chief of the Domestic Radio Bureau of OWI was announced last week by E. Palmer Hoyt, Domestic Branch Director. Mr. Stauffer resigned to return to his former post as vice president of Ruthrauff & Ryan, New York advertising agency.

William M. Spire, chief of the allocation division, has been named deputy chief of the Bureau, the position formerly held by Mr. Cohen. Mr. Spire will continue in charge of liaison operations with all other government agencies.

Both appointments were merit promotions and were received in government and industry circles with warm approval.

In his new position, Mr. Cohen will supervise all contacts with the radio industry in matters relating to the war effort. In addition to scheduling and allocating time made available by stations for Government information programs, he will handle all requests by Government agencies and officials for unsponsored time. He also will work with the War Advertising Council in presenting war messages on sponsored programs.

In Radio 10 Years

Mr. Cohen, subject of a "Respects" sketch in the Aug. 16 issue of BROADCASTING, has been in radio for more than 10 years as actor, writer, producer, and government administrator. He has been with the OWI since its establishment, coming into the agency from the old Office of Facts and Figures which he entered about two years ago as chief of the Government Liaison Divison under William B. Lewis, former CBS vice-president, who then headed the OFF Radio Bureau.

Mr. Spire

Mr. Cohen is well known as a pioneer in radio programming, his work in producing documentaries for the Office of Education Radio Division in 1936 having set the pace for many programs of this type. Some of his early productions were *Americans All—Immigrants All*, which inspired a state-wide educational movement in Illinois, *Wings for the Martins*, and *The Ballad Hunter*.

Produced Many Series

During six years as a producer in the radio industry, Mr. Cohen directed more than a thousand programs on the major networks. A few years ago he carried out two projects for the Rockefeller Foundation, the first being a study of British broadcasting methods and the second a series of experimental programs produced in cooperation with the Library of Congress.

Mr. Cohen has lectured on radio at Northwestern, Harvard, Ohio State and New York universities and is the author of a number of articles on broadcasting. He was active in the formation of the Association for Education by Radio and is regional vice president of the organization.

Mr. Cohen was born in Fort Shafter, Hawaii, the son of Maj. Lee Cohen, USA, ret. He is a graduate of Harvard, class of 1932. He is 32 and the father of two boys.

Mr. Spire was head of the radio department of McCann-Erickson, New York advertising agency, for four years before he entered Government service more than two years ago. He held earlier positions as vice president of Alsop Radio Recording Co., a transcription firm, and as program director and station manager of WHOM New York. He has been in radio for about 14 years.

Roma Switch

ROMA WINE Co., Lodi, Cal. (Cellarette, Boheme, Roma wines), subsidiary of Schenley Distillers Corp., has appointed The Biow Co., New York, as its agency. The wine concern will replace its current CBS Roma show with a new weekly program starting about Dec. 2. McCann-Erickson Inc., San Francisco, currently servicing the account, originally packaged the half-hour comedy variety program and is retaining it for another sponsor's consideration.

WOV Commercial Time 50.1% Over Last Year

INCREASE of 50.1% in commercial time on WOV New York from Jan. 1 to Oct. 1, 1943, over the same period last year, was reported last week by the station. All station breaks and participating announcements have been sold.

WOV broadcast a total of 261 sponsored quarter-hours during the first week in October of this year, an increase of 72% over the same period in 1942. Of the 42 sponsors who bought time on WOV in 1942 and renewed their contracts this year, 38 have used the station for seven years.

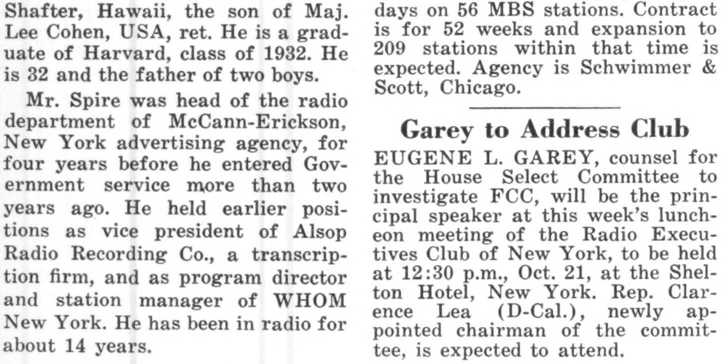
Increase of commercial programs broadcast is shown in two classifications — for Italian commercial broadcasts, a 9.4% increase and for English sponsored programs, a 13.5% increase. Greatest increase is in the food category.

Business Series

NATIONAL SMALL Businessmen's Assn., Akron, O., beginning Nov. 14 will sponsor a weekly half-hour dramatic program, *The Life of Lincoln*, from 4:30-5 p.m. Sundays on 56 MBS stations. Contract is for 52 weeks and expansion to 209 stations within that time is expected. Agency is Schwimmer & Scott, Chicago.

Garey to Address Club

EUGENE L. GAREY, counsel for the House Select Committee to investigate FCC, will be the principal speaker at this week's luncheon meeting of the Radio Executives Club of New York, to be held at 12:30 p.m., Oct. 21, at the Shelton Hotel, New York. Rep. Clarence Lea (D-Cal.), newly appointed chairman of the committee, is expected to attend.



NINTH YEAR of *Esso Reporter* newscasts was officially started at the luncheon which Westinghouse stations WBZ and WBZA gave at Boston's Copley Plaza on Oct. 7 for representatives of the sponsor. At head table (l to r) Carlo DeAngelo, radio director of Marshalk & Pratt agency; Jack Knowlton, assistant division manager, Colonial Beacon Oil Co.; C. S. Young, manager WBZ and WBZA; Don O'Brien, Standard Oil Co. of New Jersey; G. V. McConnell, manager NBC spot sales.

Trammell, Royal, Arrive in London

Plan For Reopening Rome Bureau in Few Months

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international relations, arrived via Pan American Clipper in London last week, and are at the Claridge Hotel while planning for a tour of Algiers, Cairo and other Middle Eastern points.

Purpose of the visit is to re-open NBC offices in the occupied countries as soon as they are freed by the Allies, to visit NBC correspondents now with the Allies on the various war fronts, and to set up the framework whereby NBC can bring its listeners direct reports on future international conferences held abroad.

Rome Bureau First

It is hoped that the Rome Bureau can be re-opened first within the next few months, after which Mr. Trammell stated that he hopes to arrange for the re-opening of former NBC bureaus in Paris, Berlin, Cairo, Vienna, the Hague, Brussels and other countries. The two NBC executives wil study the possibility of increasing the schedule of broadcasts from Russia, and will also look into the creation of an international organization similar to the International Broadcasting Union, of which NBC was a member along with radio organizations in the principal European countries.

Speaking of the postwar world, Mr. Trammel stated that "broadcasting as we know it today will undergo great changes. Our Jack Benny's and Bob Hope's will have audiences not only in this hemisphere but in the other hemispheres as well. There will be, we hope, a much greater and a much freer exchange of news by international radio. Our NBC correspondents now on the front lines at the war fronts, once the suffocation of Nazi occupation is dispelled, will bring us the full story of the war from countries now closed to them.

"Our educational and religious programs and similar broadcasts from other countries will break their present bounds and extend into the far corners of the world," he continued. "Programs like those of our *Inter-American University of the Air* will have classes not only in this hemisphere but in Europe, Asia and Africa.

"And who today can foretell what a profound effect the rapid development of television will have upon all these plans."

Upon their return from the European war theatre, Mr. Royal will visit affiliates of NBC's Pan-American Network in Mexico and South America and give them a first-hand report of NBC's postwar plans. It was also stated that Mr. Trammell and Mr. Royal are considering a journey to the Pacific and Far East when the re-conquest of those areas is further advanced.

NAB's Retail Show Launched Before 700

'Air Force' a Hit In Big Capital Premiere

BIDDING FOR A CUT of the retail advertising dollar these broadcasters and researchers had a lot to do with the NAB film presentation "Air Force and the Retailer", which was premiered in Washington last Tuesday. They are (l to r): John Esau, sales manager, KTUL Tulsa; Lewis Avery, NAB director of broadcast advertising; O. A. Runchey, sales manager, KOL Seattle; Arthur Hull Hayes, manager, WABC New York; Carleton Smith, manager, WRC Washington, chairman of the premiere committee; Paul W. Morency, manager, WTIC Hartford, chairman of the NAB Retail Promotion Committee; M. F. (Chick) Allison, sales promotion manager, WLW Cincinnati; Donald D. Davis, president, WHB Kansas City; Harry Burke, assistant general manager, WOW Omaha; Sheldon R. Coons, retained by NAB as consultant.

RADIO'S bid for a slice of the retail advertising dollar got off to a flying start in Washington last Tuesday when 700 retailers, Government and trade association officials, editors, publishers and broadcasters enthusiastically received the world premiere of the NAB motion picture presentation, "Air Force and the Retailer".

Results of an intensive 16-month survey, for which 400 broadcasters contributed $125,000, were viewed in Washington's Statler hotel in films, slides and charts prepared by Jam Handy Pictures Inc. The survey and subsequent presentation, which is to be shown in 120 cities throughout the country in the next few weeks [BROADCASTING, Oct. 11], were supervised by Sheldon R. Coons, nationally-known merchandising authority who was retained as consultant by the NAB Retail Promotion Committee, headed by Paul W. Morency, manager of WTIC Hartford.

Better Understanding

That radio has been receiving only a minor portion of the retail advertising dollar is no secret either to the broadcasting industry or retailers. At the NAB War Conference in Chicago last April 28, John A. Garber, advertising manager of Strawbridge and Clothier, Philadelphia, declared that newspapers get 3½% of the typical store's sales while radio takes but .07%. Department stores spend some 75 to 100 million dollars annually for advertising, he said.

Following the initial showing of the NAB presentation, however, both advertisers and broadcasters expressed a better understanding of the problems confronting the retailer and radio.

Divided into five parts, the presentation swiftly traces the history of retailing from ancient times to modern department stores and super-markets. It depicts the history of radio, from the first broadcast in Pittsburgh in 1920 (over KDKA) to the present-day, with sets in more than 59 million homes.

Authorities Retained

Working with Mr. Coons, who is featured in the films, the 16-month research for the presentation was conducted by Dr. Paul Lazarsfeld, Office of Radio Research, Columbia U., and Dr. Julius Hirsch, OPA consultant and widely known economist.

Bert Sarazan, director of publicity and sales promotion of the Hecht Co., large Washington department store and heavy radio user, who welcomed guests at the premiere, referred to the survey as "the most intensive study ever made by one industry of another".

"In America radio has proved itself an incalculable force in presenting news, music, drama, religion and education, yet radio has not had wide acceptance by the retailer," said Harry Burke, assistant general manager of WOW Omaha, m.c. at the premiere showing.

In the opening film, "The History and Development of Retailing," Mr. Coons quoted Malcolm P. McNair of the Harvard Graduate School of Business Administration as saying "We manufacture merchandise on a horsepower basis and still distribute it on a manpower basis." Explaining charts which trace merchandise from the raw material stage to the consumer, Mr. Coons points out that "distribution is the most wasteful of the great branches of economic activity." He emphasizes, however, that distribution actually resolves itself into two basic principles: "Bring the goods to the people and bring the people to the goods." The presentation shows how radio plays an important part in both of these fundamental processes.

In the second phase, offered by the m.c. and titled "Distribution Tomorrow", the presentation relates production and employment, citing statistics on conditions resulting from the war and what must be expected afterwards. The presentation points out that aviation, plastics, electronics, housing and textiles will offer unheard of developments, processes and products.

Post War Problems

Summing up, the m.c. declares that the future will see more production capacity, more new products and jobs for 56 million people. That all adds up to a tremendous flow of merchandise and "it seems reasonable to assume that there will be a bigger distribution job than ever before. Retailers must then handle the distribution job more efficiently and economically than ever before."

Retailing is threatened on four sides by (1) the manufacturer; (2) consumers' cooperatives; (3) the Government, and (4) new competition in distribution.

With postwar distribution "infinitely more difficult", one great danger could easily be Government control if the retailer fails to solve his own problems, according to the presentation. Rationing and price ceilings are expected to continue two years after the close of the war.

Manufacturers are leaning toward the factory outlet method of distribution and this factor may become a threat to retailers in the postwar period.

Consumers' cooperatives have been established in this country and have gained a foothold here, the survey disclosed. In England, Sweden and Switzerland cooperatives already are a strong factor in consumer distribution.

As for new types of competition, the presentation points out that super-markets, chain clothing stores and self-service stores are spreading. Mail order groups also have expanded.

A new type of consumer, one more exacting, will be found in the postwar period, the NAB study disclosed. Labor costs also will enter into the distribution picture and Government regulations may make it more difficult to "maintain distribution costs as we know them today," it surmises.

Answers—and Radio

"What can the retailers do? The answer lies in cutting service costs and building up volume," NAB explains. "All retailers find it necessary to reappraise their means of doing business. Advertising must play an expanded role in the consumers' lives. Retailers must grow with the job to be done or someone else will. It is important that store traffic be increased. Is there a medium that will reach more people, influence more people than those

(Continued on page 62)

10 SUGGESTIONS TO RETAILERS

FOLLOWING are 10 suggestions offered to America's retailers by the NAB as a result of its intensive 16-month research of retail promotion, conducted under the supervision of Sheldon R. Coons, former executive of Gimbels and Lord & Thomas and a recognized authority on merchandising. These conclusions were reached after a careful study of the survey:

1. Radio has arrived. Appraise it objectively, not emotionally.
2. Read radio publications, talk to radio people. There is plenty of knowledge of the subject available.
3. If you cannot give radio your attention, get people around you who can and will.
4. When you go on the air, put your best foot forward.
5. Sell one item, or kindred items, one department or kindred departments, one service or kindred services.
6. Write your commercials for the audience to which you have beamed your program.
7. Radio is entitled to the same promotional support you give to other media. Promote yours with ingenuity.
8. Don't waste your money trying short-term experiments. Don't start unless you plan to stick.
9. Every station and every program has an audience. You don't have to have the biggest and the best.
10. You can make your radio program a real franchise. Protect it with all your intelligence.

Congress Avid on Radio Legislation

Probe Resuming; Senate Looking at Foreign Communications

FAVORABLE ACTION last Thursday by the Senate Interstate Commerce Committee on a resolution (SRes. 187) to investigate international communications "by wire and radio" was seen as indicative of renewed Congressional interest in communications legislation.

Introduced Tuesday, by Senator Burton K. Wheeler (D-Mont.), chairman of the committee, in behalf of himself and Senators Wallace H. White (R-Me.) and E. W. McFarland (D-Ariz.), the resolution calls for a "thorough study and investigation of international communications by wire and radio and in particular of such communications from and to the United States."

The committee, or a subcommittee to be appointed by the chairman, will conduct the investigation if the Senate acts favorably. Inasmuch as the committee has approved the project, its recommendations are expected to guide the Senate, when the resolutions come up for a vote, probably this week.

Bears on Broadcasting

Although the Senate inquiry will have no direct bearing on domestic radio it will have an indirect connection, particularly with reference to postwar planning. That an international convention on telecommunications, including broadcast services, will be one of the first postwar reconstruction activities has been taken for granted. New treaties between nations, reallocation of frequencies to accomodate new services and a closer relationship between broadcasters of the United States and other countries are expected.

American broadcasters already have taken leadership in exploring the world radio scene. Niles Trammell, president of NBC, and John F. Royal, vice-president in charge of international relations, are now in Europe on such a mission. (see page 10). William S. Paley, president of CBS, has accepted a six-months special war area assignment from the OWI.

Hearing to Resume

Meanwhile Chairman Clarence F. Lea, (D-Cal.) of the House Select Committee to Investigate the FCC announced last week that hearings would be resumed "shortly." At a brief session last Thursday testimony taken at private hearings in New York from officers and personnel of Shortwave Broadcasters Inc. was submitted for the record.

Despite the new chairman's wishes that a full committee be present at the hearing, when the session was postponed from Oct. 6, Rep. Hart (D-N.J.) was absent. Mr. Hart said Friday that he was in New Jersey. He denied reports heard on Capitol Hill that he planned to resign from the Committee.

"I have no intention of resigning," Rep. Hart declared. "I believe that a thorough investigation should be conducted but I think some changes must be made in procedure."

Attending the hearing were, besides the chairman, Reps. Magnuson (D-Wash.) Louis E. Miller (R-Mo.) and Wigglesworth (R-Mass.). Mr. Magnuson denied reports that he, too, planned to resign from the Committee.

Meanwhile other members indicated impatience as Mr. Lea, also chairman of the House Interstate & Foreign Commerce Committee, failed to set a date for resumption of hearings. It was reported that one of the chairman's chief aims, before hearings are resumed, is to promote unity among Committ members.

Whether Eugene L. Garey, chi legal counsel, and his staff of a torneys and investigators will r main still was a moot questio Chairman Lea declined again la week to commit himself. He reite ated: "I'm not one to judge a ma hastily. I don't want to make a moves until I'm sure."

Dilemma

Any effort of the new chairma to oust Mr. Garey would be regar ed by anti-Administration forc as a move to whitewash the pro On the other hand, should Chai man Lea decide to retain the chi counsel, it might be frowned up by the Administration, which r portedly wants the FCC inqu soft-pedaled. Reports were curre in political circles that considera Administration pressure has be brought to bear on Chairman L to have him name a new chief leg counsel.

Since the FCC probe began M Garey has won the respect of ma influential members of both hous of Congress, who have express admiration for the thorough ma ner in which the investigation h been conducted to date. On t other hand, New Deal Democra have indicated that they reg him as anti-Administration. The were reports on the Senate s last week that if the House co mittee sees fit to "whitewash" t probe the Senate will be asked t start its own investigation.

Unless assured that a thorou investigation of the FCC is inte ed, members of Mr. Garey's s have indicated they will not r main.

That Chairman Lea faces a ti lish problem which only he c

(*Continued on page 60*)

FIRST SESSION of the House Select Committee to investigate the FCC under Chairman Clarence F. Lea (D-Cal.) was held last Thursday. Looking over the record are (l to r): Reps. Warren G. Magnuson (D-Wash.), Chairman Lea, Louis E. Miller (R-Mo.), Richard B. Wigglesworth (R-Mass.). Rep. Edward J. Hart (D-N. J.) was absent from the session.

Solved

A FIELD MOUSE put WWVA Wheeling off the air the other night when attracted by the warmth of the transmitter building he crept too close to 1400 volts, which stretched him across a tube coil. When it happened again a few nights later, chief engineer Eddie Kem bought a cheese sandwich and six mousetraps, called the case open and shut.

Clarifying of 1934 Radio Legislation Is Held Desirable by Bar Association

CLARIFYING legislation, to amend the Communications Act of 1934, "is desirable at this time" in the opinion of the executive committee of the Federal Communications Bar Assn., Horace L. Lohnes, president, last Thursday advised Chairman Clarence F. Lea of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the FCC.

Taking issue with a statement by Mr. Lea published in the Oct. 11 issue of BROADCASTING, that his committee was asked to drop legislation until after the war, and that the request came from FCBA, Mr. Lohnes advised the legislator that individual members of the Association might disagree as to the exact nature and character of the legislation, but that the position of the executive committee has been made "perfectly clear on the hearings which were held on the Sanders bill in 1942."

The full text of Mr. Lohnes' letter follows:

The attention of the Executive Committee of the Federal Communications Bar Assn. has been called to a statement appearing on Page 9 of the Oct. 11 issue of BROADCASTING, which statement reads as follows:

"Mr. Lea told BROADCASTING he felt there was a need for new laws governing communications. Although he has not been closely identified with radio he has, by virtue of his chairmanship of the standing Committee, been relatively near to the problems affecting broadcasting. A year ago he presided over hearings on the Sanders Bill to revamp the Communications Act. The hearings extended from mid-April to July 1942.

"Indeed he felt some months ago, he said, that new legislation was needed but 'the Committee was asked to drop it until after the war.' The request to shelve legislation came, he said, from the Federal Communications Bar Assn., which had urged a revised law originally."

No request of this nature has ever been made by me or by any member of the Executive Committee of our association. On the contrary, the Exexutive Committee of our association feels that clarifying legislation is desirable at this time. Individual members of the association might disagree as to the exact nature and character of the legislation but I think the position of the executive committee has been made perfectly clear on the hearings which were held on the Sanders Bill in 1942.

Furthermore, the association, through its Executive Committee, has asked to be heard in connection with any hearings to be held by the Se Interstate Commerce Committee the pending White-Wheeler Bill. are also prepared to appear be any committee of the House in c nection with any hearings which m be held on proposed amendments the Federal Communications Act 1934 or on any other pertinent p posed legislation.

I trust that this letter will s to make the position of our associa clear and that it will correct the i pression created by the aforesaid ticle in BROADCASTING.

Please be assured of our willi ness to cooperate with you and y committee at any time and on subject upon which you think we be of assistance.

Merchants Are "Ear-Minded"!

Some National Accounts Now On W-I-T-H

- *Crosse & Blackwell*
- *American Oil Co.*
- *Bulova*
- *Mercirex*
- *Resinol*
- *Stanback*
- *Aspertane*
- *Royal Crown Cola*
- *Rem*
- *Gold Medal Capsules*
- *Garrett Wine*
- *Supersuds*
- *Bond Bread*
- *Pepsi Cola*
- *Dentyne*
- *Ward*
- *Cocilana*
- *Tek*
- *Johnson & Johnson*
- *Jests*

They atune their advertising budgets according to the tune played on their cash registers. In practically every retail classification Station W-I-T-H leads in the number of advertisers. That's a symphony of sales-acceptance heard and appreciated by national accounts seeking better sales . . . at lower selling costs.

W-I-T-H does a great job in Baltimore!

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Blue Decision by the FCC Brings End To Suits Alleging Network Monopoly

ALL PENDING anti-trust legislation against the major networks, including government suits against RCA-NBC and CBS, and the Mutual suit against RCA-NBC will be or have been dismissed, in the light of the BLUE Network sale and the enforcement of the FCC's network monopoly regulations.

Last week the Dept. of Justice dismissed its anti-trust suit against CBS while Mutual announced its intention of dismissing its $10,000,000 triple-damage suit against RCA-NBC, filed in January, 1942. At the anti-trust division of the department in Washington it was announced that instructions had been given Daniel B. Britt, special assistant to the Attorney General in Chicago, to seek dismissal to RCA-NBC suits pending since late 1941.

Monopoly Alleged

The virtually identical Government suits alleged monopoly and control of primary outlets. Mr. Britt, in dismissing the CBS suit, said the Supreme Court decision in the network cases, based on the Commission's authority to issue the network regulations, which became effective last June, held that the Commission "has the power to supply the remedy."

Alfred J. McCosker, Mutual chairman of the board and W. E. Macfarlane, chairman of Mutual's executive committee and business manager of the *Chicago Tribune* operating WGN, announced last week it had instructed its counsel to dismiss the anti-trust proceeding against RCA-NBC.

"We believe that when this transfer takes place," stated the two executives, "it will effectively and satisfactorily solve what had been the principal remaining issue and source of controversy in national network broadcasting, namely, the operation and control of two out of four national networks by one concern."

Mutual stockholders and affiliates who were parties to the suit, including WGN, WOR and Don Lee, through its vice-president and general manager, Lewis Allen Weiss, joined in the request for dismissal. The suit was originally filed following the Government anti-trust suits seeking damages from RCA-available in large quantity.

Mutual's action, filed Jan. 10, 1942 [BROADCASTING, Jan. 19, 1942], sought damages of $10,275,000 from RCA-NBC, charging "unlawful combination and conspiracy to injure the plaintiff," as based on the time-option provisions of the NBC affiliation contracts. These provisions, Mutual charged, prevented it from securing time for programs in cities having less than four stations. The suit was filed in Chicago by Kirkland, Fleming, Green, Martin & Ellis, Chicago attorneys, through Louis G. Caldwell and supporting counsel for Mutual affiliates joining in the action.

Hooper Pacific List

ELLERY QUEEN and Kay Kyser hold first and second place for the third consecutive time in the Hooper "Pacific" program ratings report for the August-September period. Others in the list of "top ten" programs on the West coast, in order, are *Screen Guild Players*, *Mr. District Attorney*, *Can You Top This*, News (Richfield Oil), *One Man's Family*, *Gangbusters*, *Quiz Kids* and News (Miles Laboratories). Evening sets-in-use and average ratings index figures showed increases over both the previous Hooper report and the corresponding report of a year ago.

ENTIRE TUBE BLOCK BOUGHT BY BARBEY

SHORTLY after the announcement that WPB's Radio & Radar Division had approved release for domestic sale of a block of 576,613 receiver tubes held by the Phillips Export Corp., of New York, [BROADCASTING, Oct. 11] it became known that the entire lot had been purchased by the George D. Barbey Co., of Reading, Pa.

The Barbey firm has bulletined the distributing trade that it will be needless to contact either the Phillips company or themselves regarding orders for these tubes, as plans for equitable distribution are being made. Barbey states that it will soon advise the steps to be taken to purchase whatever shares may be alloted to dealers.

The tubes are reported to be the remainder of the large Phillips stock. Of types generally used in domestic broadcast receivers, these tubes were the first to be made available in large quantity.

NEW COUNSEL of the Newspaper-Radio Committee, replacing Judge Thomas D. Thacher [BROADCASTING, Sept. 27] is Whitney North Seymour, of Simpson, Thacher & Bartlett, New York. He is associated with Sydney Kaye and A. M. Herman as committee counsel.

Piso to Place

PISO Co., Warren, Pa. (cough syrup), plans to use from 40 to 50 stations this fall and winter for a schedule varying from one minute spot announcements to a series of five-minute musical programs featuring *The Piso Singers*. The campaign is being placed in major markets throughout the country, and will continue through March, 1944. Agency is Lake-Spiro-Shurman, Memphis.

WARSHIP TO HONOR ENSIGN McCLELLAND

HONORING the memory of Ensign Thomas A. McClelland, U.S.N.R., radio's first casualty of World War I, a destroyer escort named for him will be christened at San Pedro, Cal. late this year. It will be the first warship to be named after one from the broadcasting industry.

Mr. McClelland

Ensign McClelland was chief engineer at KLZ Denver when he volunteered for active service with the Navy in 1941. Commissioned Ensign, he was sent to the Naval Academy for a refresher course in communications, and was later transferred to Pearl Harbor. It was there he was killed in the Jap attack on Dec. 7, 1941. The Purple Heart was awarded to him posthumously late this summer [BROADCASTING, Aug. 2].

Sponsor of the ship will be his widow. The Oklahoma Publishing Co., owner of KLZ, plans to send Mrs. McClelland and their two children to the christening. Hugh Terry, KLZ general manager, Mrs. Terry and J. I. Meyerson, sales and promotion manager of Oklahoma Publishing Co., and Mrs. Meyerson will also attend the ceremonies.

New FM Calls

NEW FM CALLS for the remaining six stations which had not requested assignments last Friday [BROADCASTING, Oct. 4] are as follows: W95NJ Bremer Broadcasting Co., Jersey City, WAAW; W39NY City of New York, WNYC-FM; K61LA M-G-M Los Angeles, KTLO; W47NV National Life & Accident Ins. Co., Nashville, WSM-FM; W65PH Seaboard Radio Broadcasting Corp., Philadelphia, WLBG; W51C Zenith Radio Corp., Chicago, WWZR. W59NY Interstate Broadcasting Co., New York, which had selected WQXR-FM, has changed its assignment to WQXQ, and W71SB *South Bend Tribune*, which had selected WSBS, changed to WSBF.

BILLY ROSE, producer of "Carmen Jones" has launched a radio campaign for the show's Philadelphia premiere, Oct. 20. Four Philadelphia stations —WCAU KYW WFIL WIP—are carrying a total of 93 spot announcements, both live and transcribed. Spots were also purchased on four FM stations, one daily for the eight days preceding the presentation, over the FM adjuncts of WCAU WFIL WIP WPEN.

8 STATIONS SELL POLITICAL SERIES

LEADING off with a denunciation of various forms of conscription, and following with an attack on the proposal for an Anglo-American alliance, Norman Thomas, Socialist Party leader, has returned to the air for the sixth in a series of transcribed programs sponsored by *The Call*, official party organ. With double the number of stations that have carried the program heretofore, the 13-week quarter-hour series started Oct. 3 at varying times on a total of 61 stations, eight of which carry the discs on a commercial basis.

Skirting military topics, the radio speeches will take up political and economic developments in line with the general position of *The Call*, according to Mr. Thomas' introductory address. Choice of topics will be governed by developments in the news, the first three discussions titled "Conscription Versus Peace and Freedom," "Peace By Alliances," and "Problems of Economic Demobilization", and others to follow.

Produced by Call Radio Bureau, the series is heard in 27 states and Alaska. Agency is Adrian Bauer Adv., Philadelphia.

Stations carrying the program on a commercial basis are: WQXR New York; WOL Washington; WJLB Detroit; WAIT Chicago; KFBI Wichita, Kans.; KPAS Los Angeles; NYA San Francisco; and KTMS San Francisco. It is heard sustaining on WJLD WMSL KVCV KHUB KGIW KFKA KGEK WGAA WMGA KFXD WASK WKBV KVFD KICD WHLN WHOP WKBZ KHAS WBTA WCNC KGCU KLMB WISR WCED WJPA WTAW KLUF KSAM KPAB KFRO KXO WWSR WFVA WING KEVE KWSC KTBI WAJR WBRW WEAU WOMT WJMC WLBL KWYO KIUL WJBW KFUN KEEW KRLH WOCA KSUB KFQD WORC.

Tyrol on Sea Duty

ENSIGN ROBERT TYROL, graduated early this month from the Coast Guard Academy at New London, Conn., is now on sea duty. Tyrol was the civilian announcer for the WTIC Hartford program, *U. S. Coast Guard on Parade*, broadcast from the New London Academy, and carried by the NBC network as a special service feature. Saturday, Oct. 16 marked his last time as announcer for the program which had originated from the same academy from which he was graduated.

Ensign Tyrol

Murray's Charge

AN EFFORT had been made in September, 1939, to use the facilities of the Canadian Broadcasting Corp. to "stampede public opinion" against Canada's entry into the war, according to a charge made by W. Gladstone Murray former general manager of CBC during an address last week in Toronto. Mr. Murray did not elaborate on his charge except to say that "those who, in the years between the wars, had tried to weaken our ties with the Emipre and sabotage measures of armed defense, did their best to keep us out of the war."

They fight the war on 9882 fronts!

ONE OF THE THINGS YOU LEARN in wartime is that the homefront cannot be operated by centrally located push buttons.

For the homefront is not *one* front, but 9882 smaller ones.

It's Kokomo, Dallas, Utica, Milldale, Beloit, Chicago, Grundy County. It's the village, the city, the community. Each faced with the same war problems—but each with variations, each with its local angles.

Because these problems are never exactly the same, they call for local understanding and local leadership.

But it must be local leadership that understands national needs, local leadership that is respected because of long-time service to the community!

Of all the institutions in a democratic community, none is better suited to be this leader of the people, this arouser of public opinion, than the local paper.

And it is our great good fortune that there are more of these local papers in America than in any other country—13,000 dailies and weeklies serving 9882 communities, fighting the war on 9882 local fronts.

These newspapers are, in many cases, the biggest single influence in their communities. No other medium covers local life as completely as they do. No other medium puts down the local facts in black and white, where you can study, analyze, and preserve them.

No other local medium touches so many lives at so many points. Through the greatest news-gathering organizations in all the world, American newspapers bring the sweat and blood of the battlefront home to the people as forcefully as they do the homefront problems.

No other medium in these 9882 local fronts is nearly as well equipped to point out, to explain, to arouse action on a war problem.

Part of the record

Let's look at some of the local jobs which the newspapers can do, and which many of them have done so well.

There's the manpower problem.

No matter what national policies are laid down on manpower, there's a big job to be done locally. For in each area the problem is different.

In some it's industrial; in some, farm; in some, a mixture. In Portsmouth, Va., it's ships; in San Diego, Cal., it's planes; in Milldale, Conn., it's nuts and bolts. Pittsburgh, Pa., has 13 major industries. Hanover, Pa., has one.

In this sort of situation, Washington can't know all the in's and out's. It's a job for the folks who live on the spot.

In many war-production centers, the newspapers have acted as the stirrer-upper, the

(continued on next page)

They fight the war on 9882 fronts

(continued from preceding page)

speeder-upper, and the unifier which inspired local people to pitch in and solve this problem.

RESULTS: Better housing for incoming workmen. Better schooling for their children. Better health facilities. Child-care centers and amusement centers set up. Banking, store, and professional hours rearranged to fit working schedules. Busses rerouted to speed war workers to jobs. Women persuaded to take over men's tasks. And dozens of other home-run accomplishments.

There's the rationing problem.

Stop a minute and think of the enormous expense and extra work the Government would be saddled with if ration-point values weren't published by the newspapers!

Think of the unavoidable delay there'd be, getting this information printed and out to 135,000,000 people!

And think of the confusion there'd be if the facts weren't in people's hands at once—*in good honest type*—for checking!

This publishing of ration-point values, alone, is an invaluable service to the country and the community. But the newspaper doesn't stop here.

It exposes rationing abuses and violations. It gives the black market a black eye. It publishes recipes showing how to build nourishing meals around nonrationed items. And through its editorial pages it helps make the need for rationing *understood*... so that it's *cheerfully* accepted by every decent American.

It is fair to say that without our great network of newspapers it would have been almost impossible to cope with the rationing problem.

There's the giant problem of war financing.

The newspapers have done a wonderful job for the Treasury Department.

They have made national War Bond Drives *community* affairs ... made it a matter of local pride to exceed the community quota, a matter of shame not to.

They have given front-page space, editorial-page space, advertising space to these promotions. And this sort of effort is becoming increasingly important, due to the growing need for *individuals*, rather than *companies* and *banks*, to become the big purchasers of War Bonds.

In a similar way, the local papers can and usually do get behind national drives of all kinds—such as the Red Cross Drive, the Fat Conservation Drive, and the enormously successful Scrap Drive.

Here the newspapers have proved to be a short and sure way to reach the people, to reach them as *many* times as necessary and to give the campaigns the local twist that helps put them across.

In making these projects a local success, not only the NEWS pages and the EDITORIAL pages play a part: the ADVERTISING carried by the paper is a maj factor.

Business men and merchants, in adve tising space they pay for, help sell War Bond and Stamps ... they get customers to car packages and thus save tires and gas ... th discourage hoarding ... they explain ratio ing ... they get blood donors for the R Cross ... and do a score of other importa war jobs.

A two-way bridge

Unlike the newspapers of our enemies, whi represent the viewpoint of the governme and the government alone, our free, dem cratic press is a two-way bridge between people and the government, between community and the nation, interpreting to the other for the better working of demo racy.

Even a small-town newspaper, edited wisdom, vision, and integrity, can beco a national influence, its guidance so in Washington by Congress, the Adm istration, and the over-burdened agen which struggle with the war's emergen

Day by day, the newspapers unfold fo a clearer picture of the astonishing acc plishments of this democracy at war. we must read between the lines to realize full part played in these accomplishments the press itself, which, by the very natur its work, deals so largely with the acc plishments of others.

YOUNG & RUBICAM, INC. ***Advertising***

New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

▶ This is the first of a series of three advertisements which discuss the wartime services and the wartime importance of America's three great media of public information—newspapers, magazines, and radio. It appeared in the **New York Times** on September 27, the **New York Herald Tribune** on September 28, the **Chicago Daily News** on October 1, **Newsweek** on October 11, and is also being published in **Fortune** and an appropriate group of trade papers.

Radio Effective For Book Selling

Methods and Results Told At Adclub Luncheon Meet

RADIO has proved an extremely effective medium for books of the self-help, home education category, but the formula for the successful sale of novels and other literature is yet to be evolved, Albert Rice Leventhal, sales manager of Simon & Schuster, told Publishers Adclub at its October luncheon, last Thursday in the Town Hall Club, New York.

Citing experience with an income tax manual, Mr. Leventhal said a campaign on 500 stations produced 500,000 sales directly, and in addition bookstore sales increased from 400,000 copies the previous year when radio was not used, to 900,000 copies last year.

Announcement Technique

Procedure was to bunch the announcements in a brief period of time, usually a week, on each station, beginning with a five-minute commercial and following up successively with three-minute, two minute, one-minute and half-minute commercial announcements, the final group "breathless reminders to hurry and get the book before it's too late." Listeners were asked to send money orders or authorization to send the book C.O.D. directly to the station, which forwarded them to Northwest Radio Adv. Agency, in charge of the campaign.

For a flat fee of 50 cents for each volume sold directly at $1 by radio, the agency conducted the campaign itself. Mr. Leventhal agreed with some listener protests at the hard-selling commercials used, but stated that this is the only system he has found that will sell books on the air.

Frequency Studies

FREQUENCY application studies will be started soon by the FCC, Chairman Fly said last week. The subject is a complicated one, involving work with the State Dept., and foreign governments, said Mr. Fly, and will require at least a year to complete. The Commission is just now "getting ready to get ready to begin" the study, he said.

Labor Data Sought

EMPLOYE information form to provide compensation and other data has been sent to networks and licensees of standard, international and television stations by the FCC, asking information for the week of Oct. 17. The information is made available to the industry.

College Inn Spots

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn Chili), in October and November will sponsor a varied schedule of spot announcements on KDFN and WHIS 4 to 13 weeks. Agency is Weiss & Geller, Chicago.

AFM and Disc Makers Hope To Reach Accord This Week

Four Companies Continue Negotiations as Net Subsidiaries Ask for Postponement

NEGOTIATIONS between the American Federation of Musicians and the transcription industry continued through last week without results, although groups indicated that progress is being made and expressed hope that a mutually satisfactory contract might be ready for submission to the union's international executive board when it meets in New York Wednesday.

Four Participating

Four companies of the seven original parties to the appeal to the Government for relief from the AFM's 14-month-old ban on recording are participating in the negotiations. They are: Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor and Standard Radio. Of the others, World Broadcasting System withdrew from the preceedings before the panel appointed by the National War Labor Board to investigate the situation when a contract was concluded between its parent company, Decca Records, and the AFM which permitted both Decca and World to resume the manufacture of musical recordings with AFM musicians. Empire Broadcasting Corp. subsequently accepted the same contract and also withdrew from the hearings.

The seventh company, NBC Radio-Recording Division, has not officially withdrawn from the WLB hearings, but last week NBC did not participate in the negotiations of the other transcription firms with the union. Ostensibly the reason for its withdrawal was the union edict that the AFM recording contract may not be divided and that any company signing a contract with the union must accept the entire document, covering both phonograph records and transcriptions. As a part of the RCA organization, therefore, NBC has joined with RCA-Victor Division of RCA and with Columbia Recording Corp. and will be a party to the phonograph record company negotiations when and if they occur.

RCA and CRC were scheduled to meet with the union last Thursday afternoon, but after a brief session with the WLB panel, under whose auspices the negotiations of the union and the transcription companies have been carried on, the phonograph record companies requested that conferences with the AFM be "indefinitely postponed".

No explanation of this request was advanced by either RCA or CRC. Industry opinion, however, is that neither organization wishes to make any commitments for recordings which might subsequently involve its affiliated network. NBC is a branch of RCA and CBS is the parent company of CRC. The transcription companies which are now negotiating with the AFM have no broadcasting affiliations, either network or station. Any contract they may complete with the union, involving the acceptance of any principles of settlement, will be binding only on them as the manufacturers of transcriptions.

Right to Collect

But suppose RCA or CBS were to sign a contract with the AFM for their recording operations and in that contract acknowledge the right of the union to collect royalty payments on each record for the maintenance of an AFM unemployment fund, as Decca did in signing the contract with the union for itself and World.

Suppose further that the AFM at some later date should demand that the same principle be accepted for broadcasting. RCA or CBS, having accpted it for recordings, would then be in no position to turn down this principle for the network or its owned and operated stations.

In anticipating such demands on broadcasting, possibly at the expiration of the network contracts with AFM locals in major program centers early next year, network officials have already started to explore the situation to see how such demands might be avoided without bringing about a nationwide strike of musicians against radio.

Disc negotiations with the AFM began last Tuesday morning under the auspices of the WLB panel, which had discontinued its public hearings and assumed the guise of a mediating body. A. Walter Socolow, counsel for the transcription companies, presented to the union delegation a revision of the World-Decca contract, amended to be acceptable to his clients.

After three days of discussion, during which the amendments were altered, the transcription group met with the union Friday at AFM headquarters in New York to draw up a new contract embodying all the changes agreed upon. Good progress was reported Friday afternoon. General feeling was hopeful that a complete agreement would be reached before Wednesday.

Neither side has divulged what changes have been made in the Decca-World contract, but it is understood that principal demands of the manufacturers have been for a no-strike provision, an agreement by the union not to raise the wage scale for the duration of the contract or at least two years, and a provision for arbitration of any disputes that may arise.

Union last week reported that the terms of the Decca-World contract had been accepted by Capitol Records (see page 60). Signed contracts have also been received from the makers of De Luxe and Plastictone records, according to AFM spokesmen, who said contracts would be submitted to the executive board Wednesday.

Big MBS Gain

MUTUAL'S gross billings for September totaled $1,153,510, an increase of 63.1% over the same month of 1942 when billings were $707,283. Cumulative billings for the past nine months are $9,350,477, or 31.9% over the first nine months last year when the figure was $7,091,917.

NBC Plans Group Would Limit Plugs

Urges Commercials Be Kept in Sign-on Sign-off Limit

TWO WEEKS after its fall meeting in New York, the NBC stations' planning and advisory committee issued the following statement on the handling of special commercials on sponsored programs:

"The NBC Stations' Planning and Advisory Committee at its meeting in New York on Sept. 29 and 30 reiterated its stand of the past several years and strongly urged that revision be made in the network program policy to the effect that all commercial copy on any program be confined within the sign-on—sign-off limits of the main program structure itself.

"The Committee further recommends early consideration and action."

Members of the committee, all of whom attended the recent session, are: James D. Shouse, WLW, chairman; S. S. Fox, KDYL; Stanley Hubbard, KSTP; Paul W. Morency, WTIC; Arden X. Pangborn, KGW; G. Richard Shafto, WIS; Harry Stone, WSM, and G. E. Zimmerman, KARK.

PVT. ALLEN PROMOTED War Bonds on Bond Day at WSPA Spartanburg, S. C., and took the station over the quota for the Third War Loan Drive. Pvt. Allen is former announcer Mel Allen of the *CBS World News* and sports department, now stationed at Camp Croft, S. C. At right is sports editor of WSPA, Grover Golightly, who turned over the station's regular sports program to Allen for the campaign.

XUM

OFFICIALS of the New York, Chicago and Hollywood branches of the OWI Domestic Radio Bureau conferred in Washington last week with Phil Cohen, new chief of the Bureau, and his staff. Standing (l to r): John D. Hymes, chief, station relations division; Mrs. Elaine Ewing, assistant chief, station relations division; Jack Van Nostrand, assistant deputy chief, New York branch; William A. Wheeler, administrative officer; Lee House (at right window), program manager. Sitting (l to r): John A. Mullen, copy chief, New York branch; Mrs. Lavinia Schwartz, deputy chief, Chicago branch; Merritt Barnum, deputy chief, New York branch; Mr. Cohen; Gordon Kinney, assistant chief, allocation division; Mrs. Marion Sabatini, program manager; Cornwell Jackson, deputy chief, Hollywood branch; Charles Harrell, chief, special events; William M. Spire, new deputy chief of the Bureau in charge of liaison operations.

OWI Lauds Stations Carrying Regional Wartime Messages

REGIONALLY broadcast messages, to fill war emergency needs in various communities, are making an important contribution to radio's participation in the war program, according to the OWI Domestic Radio Bureau.

Reports from OWI Station Relations regional chiefs, compiled by Mrs. Elaine Ewing, assistant chief of the station relations division, show the wide variety of announcements broadcast to meet local problems.

Running from 30 seconds to one minute, the announcements are put on the air following clearance through the OWI regional station relations offices and the voluntary control centers established by the industry to facilitate local clearance of government programs [BROADCASTING, Sept. 20].

Message Subjects

Reports of a typical week's activities in the regional offices show 43 different announcements carried on stations covering most of the nation. Some of the announcements are carried several times a day throughout the week; others are used only in connection with particular programs.

In Louisiana messages were broadcast on all stations for volunteers to help harvest the rice crop. The urgency of the need was stressed and listeners were asked to consult the agricultural agent in their parish.

In Provo, Utah, KOVO broadcast announcements three times daily for a week to alleviate a local housing shortage. Listeners were urged to share their homes with war workers and to list available space with the War Housing Center. Similar messages were broadcast in dozens of other cities in eastern and midwest states.

Citizens of Warren, Ohio were urged to donate blood to the Red Cross. Station WRRN broadcast daily for a week that the blood donor mobile unit would be in town for two days of the following week to receive donors.

To help meet its quota for Newcastle, Pa., the Red Cross enlisted the aid of WKST to recruit nurses for duty with the Army and Navy. The station carried announcements twice a day for a week urging candidates to communicate with local Red Cross headquarters.

Woodcutting to Recruiting

In New York and northern New Jersey, the Department of Agriculture appealed to farmers to cut logs this winter for war needs. Announcements were carried daily for a week on farm programs.

The U. S. Maritime Commission was assisted by stations in Iowa, Kentucky, W. Virginia, Wisconsin, Michigan, Illinois, Indiana, Ohio and New York in recruiting seamen. Stations in 10 Pennsylvania cities carried announcements to help the Coast Guard recruit SPARS. Recruiting messages for WAVES, WACS, Marine Corps Women's Reserve, Aviation Cadets, shipyard workers, and student nurses were carried in hundreds of cities and towns outside critical labor shortage areas.

Other announcements apprised mothers of newly established child care centers and urged that these facilities be utilized to permit taking war jobs. Intensified local campaigns to collect fats and grease were carried in various localities through station announcements.

The importance of these messages, designed to meet local problems, is receiving the full recognition of the local stations. In granting their facilities for these announcements, Mrs. Ewing declared, the stations are patriotically accepting a public responsibility.

Book-of-the-Month Club Resumes Concert Series

BOOK-OF-THE-MONTH Club, New York, is resuming sponsorship of classical music after a hiatus of several years, with a series of 16 Sunday concerts on WQXR New York by the New Friends of Music from Town Hall, New York. Starting Nov. 7, concerts will be broadcast in their entirety from 5:30-7 p.m. as an institutional series, with commercials limited to the regular intermission periods, and containing no appeal for membership. "There will be no commercials in the ordinary sense of the word. We and WQXR will retain the artistic integrity of this famous series. . . ." said Harry Sherman, Club president, in announcing sponsorship of the programs. This will be the Club's most ambitious radio schedule, previous series on WQXR having been shorter in both length and duration. Business was placed direct.

Wilson KPRO Manager

H. W. (Hal) WILSON, formerly manager of KLX Portland, has been named manager of KPRO Riverside, Cal. William L. Geeson continues as president and general manager of Broadcast Corp. of America, which owns and operates that station.

Italy News Break Finds Nets Ready

Advance Warning Prepare For Bulletins, Roundups

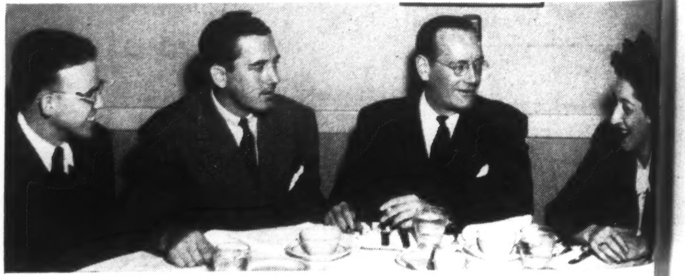
TOLD that an Italian declaratio of war on Germany would come the morning of Oct. 13, the four major networks were all ready to flash the news at or around 11 a.m. when the "go-ahead" report was given simultaneously from Algiers, London and Washington.

The BLUE, advised by George Hicks, special features reporter in Algiers, that shortwave facilities would be available to him at 11:20-25 a.m., made plans to interrupt its *Breakfast at Sardi's* program at 11:12 with the bulletin from Washington. Hicks came on a 11:21 with an on-the-spot report including Badoglio's announcement to the Italian people.

Roundups Follow

The first CBS bulletin came a 11 a.m., as did NBC's, and at 11:2 CBS interrupted the serial *Secon Husband* for a one-minute broadcast from Winston Burdett in Algiers. The news was also discuss on CBS during the *Kate Smit* noon-day program, at 1:30 p.m. and on the 3:15 p.m. news sp From 11:15-11:27 a.m., NBC scheduled a roundup with reports on th Italian declaration from Morga Beatty in Washington, Robert S John in New York, Elmer Peters from London, and a CBC flig lieutenant from Algiers. Mutu carried the news at 11:15 a.m., a at 11:28 brought its listeners first-hand report from Algiers Jack Thompson.

Radio news that the Portugue Azores had been turned over Great Britain for air and sea bas reached American listeners close 12 noon on Oct. 12, with each the networks announcing the agreement during news programs on th air at or near that hour. NBC w the only network to arrange a special roundup on the news as announced in the House of Comm by Prime Minister Churchill, program coming on at 12:30 p with St. John speaking from N York, Beatty from Washington, a John MacVane from London.



REGIONAL OWI CHIEFS met in Chicago at breakfast tendered by R. Borroff, vice-president in charge of the BLUE central division, was recently named Chicago consultant for the OWI domestic radio reau. Discussing plans for cooperation with the OWI are (l to r): Holmgren, associate stations relations chief, OWI, Chicago reg Charles J. Lanphier, manager of WEMP Milwaukee, named OWI sultant for the Wisconsin region; Mr. Borroff, and Mrs. Lavinia Schwartz, OWI Regional Stations Relations Chief.

XUM

Communications worth crowing about

Rural Free Delivery renders a great service to farmers and to others in outlying sections by bringing them essential mail once a day. Another achievement in communications is radio, available everywhere as a round-the-clock service.

The stations of Westinghouse, in primary areas alone, serve territories of eighteen million people on an average of nineteen hours a day, seven days a week. Bringing them last-minute news in a world aflame. Giving them the music of the masters to calm war-weary nerves. Putting drama and vaudeville into their living-rooms, direct from Broadway and Hollywood.

Not least in this service rendered by radio are messages about merchandise from houses that are proud to put their names on both the product and its advertising. Westinghouse Radio Stations Inc is glad to be an important link in the world-chain of radio communications and to offer, among other things, Westinghouse Response Ability to worthy advertisers.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

NEW MORNING program on WGAR Cleveland, six times a week, is signed for by T. E. Lobman Jr. (seated, left), general manager of The Stearn Co., Cleveland department store sponsor. Dorothy Macdonald, WGAR woman's specialist, is featured on the programs. Standing are: (l to r) Robert Foley, president of the Foley Adv. Agency and Harry Camp, WGAR sales manager.

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4 Grants Refused Under Freeze Rule

Two Transfers of Control of Stations Are Granted

FCC IN ACTIONS of last week denied four construction permits and granted two applications for transfer of control. Proposed findings denying The Voice of the Orange Empire Inc., licensee of KVOE Santa Ana, Cal., a construction permit to change operation from 1490 kc 250 watts unlimited to 1480 kc 1 kw unlimited were adopted on the basis of the Commission's April 1942 freeze order. At the same time it made final proposed findings denying without prejudice the following cases on the same basis:

KDYL Salt Lake City, for construction permit to change from 1320 to 880 kc, increase power from 5 to 10 kw, change directional antenna system for both day and night use and change the transmitter.

Texas Refusal

Beauford H. Jester, et al, Waco, Tex., construction permit for new station in 1230 kc 250 watts unlimited.

Eastern Broadcasting Co., Long Island, construction permit for a new station on 1520 kc 1 kw limited to WKBW Buffalo.

The Commission granted consent to transfer of control of Congress Square Hotel, licensee of WCSH, from Adeline B. Rines, executrix of the estate of Henry P. Rines, deceased, to Adeline B. Rines, William H. Rines and Mary R. Thompson, with no money involved. It granted involuntary transfer of control of KFJI Broadcasters Inc., Klamath Falls, Ore., from John A. Kincaid, deceased, to George Kincaid, executor.

Six National Sponsors Start Keystone Net Disc Campaigns

Secondary Markets Tapped by General Foods, Cal. Fruit, Sterling Drug, Miles Labs.

SIX NATIONAL advertisers intensifying their advertising in the secondary markets have started campaigns within the past two weeks on Keystone Broadcasting System.

General Foods Co., New York, is introducing through Young & Rubicam, New York, a new hot cereal product, Wheatmeal, on a list of KBS stations paralleling product distribution in the Southeast, South and Southwest. This campaign of 15 one-minute transcribed announcements a week is in addition to a schedule of 15 one-minute transcribed weekly announcements on 123 KBS stations which the company is running for Grapenuts and Grapenut Flakes through Young & Rubicam, and for Post Toasties, Post Raisin Bran and 40% Bran Flakes through Benton & Bowles, New York.

Cal. Fruit on 168

California Fruit Growers Exchange, Los Angeles, through Foote, Cone & Belding, Los Angeles, has started a series of 21 one-minute announcements a week on 168 KBS stations.

Block Drug Co., Jersey City, N. J., is promoting Gold Medal capsules with one-minute transcribed announcements five times a week on a selected list of KBS stations. J. Walter Thompson Co., New York, is the agency.

Beaumont Co., subsidiary of Grove Laboratories, St. Louis, has prepared a new series of one-minute transcribed announcements to be broadcast on an undetermined number of KBS stations for 4-Way Cold Tablets and Vitamins starting Oct. 18. The business is placed through Donahue & Coe, New York.

Dr. L. D. Legear Medicine Co., St. Louis, manufacturers of poultry and live stock remedies, have placed one-minute announcements on a thrice weekly basis on a midwestern network of KBS stations starting Oct. 18, through Simmonds & Simmonds, Chicago.

Flex-O-Glass Mfg. Co., (Flex-O-Glass) on Nov. 1 will inaugurate a campaign on 140 KBS stations with five minute transcribed programs three times weekly. The account is handled by Presba, Fellers & Presba, Inc., Chicago.

Sterling Drug on 133

Sterling Drugs, Monticello, Ill., on Sept. 27 launched a new two weeks cycle for Dr. Caldwell's Proprietary Products on 133 stations. The schedule of one-minute transcribed announcements five times a week was placed by Sherman & Marquette, Chicago. Also renewed was the *Old Fashioned Revival Hour*, a one hour transcribed Sunday religious program sponsored on 96 stations by the Gospel Broadcasting Assn. of Los Angeles and placed through R. H. Alber & Co. of the same city.

Miles Labs., Elkhart, Ind., has renewed *Historical Almanac of the Air* series on KBS on behalf of Nervine, original product of the company. Series is one-minute transcribed announcements five times a week placed through Wade Advertising Agency, Chicago.

Developments in the rebroadcasting by transcription of network musical programs, a plan which Keystone offered advertisers before the AFM ban, will be announced shortly by KBS, according to M. M. Sillerman, president of the network.

CLEVENGER HEADS AGENCY'S NEW UNIT

TO MEET the demand for station operation "in the public interest", Albert Frank-Guenther Law agency has established a Broadcasters' Public Relations Service, designed to cover all phases of station activity where public interest is involved. The service will be confined to one station in each primary territory, with no competitive accounts.

Director of the new service is Russell Clevenger, former director of Information of the FCC and consultant in the Tax Division of the Treasury. Mr. Clevenger conducted the public relations campaign for the broadcasting industry in the BMI-NAB controversy with ASCAP. He left FCC last March to join N. W. Ayer & Son and in September went with Albert Frank-Guenther Law firm as head of its public relations department in New York. The agency maintains branches in Chicago, Boston, San Francisco, Philadelphia and New York.

A CLINIC on export advertising will be conducted by leaders in the agency and advertiser field as part of the Advertising & Selling Course, which starts Oct. 18. at the Advertising Club of New York.

Radio Week

"CONSIDERING the great job broadcasting has done in the war effort, can't we get the President to designate a specified week to be observed each year as Broadcasting and Freedom of the Air Week?", asks W. L. Gleason, president, KPRO Riverside, Cal., in a letter to Neville Miller, president of NAB. Mr. Gleason also suggests a two-hour show with every station in the country hooked up in celebration of the week.

REPLY TO WEILAND

OWI Indicates Policy Near On Paid Advertising

OWI hopes to report to the radio industry in the near future on a "constructive" policy regarding Government paid advertising, Palmer Hoyt, Domestic Director, has informed Jonas Weiland, owner of WFTC Kinston, N. C. Mr. Weiland recently addressed a complaint to Mr. Hoyt concerning the appearance of paid advertising in local newspapers for WAC recruiting while requests for free radio time were being made by WAC officers [BROADCASTING, Sept. 27].

Mr. Hoyt's reply follows:

> The Office of War Information has been and is very conscious of the situation existing whereby government agencies with appropriations for advertising are buying paid space in one media and neglecting another. It is a problem which requires a great deal of consideration and as a matter of fact at the present time it is being considered by this office. We do not know yet exactly what steps we can or will take regarding this, inasmuch as we have no control over the appropriations of any other government agency. However, we are vitally conscious of this problem and are formulating a policy regarding it.
>
> I hope that we may have something constructive to report to the radio industry on this in the very near future.

Comedy Team Back

ABBOTT & COSTELLO, comedy team off the air since last spring when Lou Costello became ill with rheumatic fever, on Nov. 4 returns to the Thursday evening 10 o'clock spot on NBC, under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Originally scheduled to resume their series Oct. 7, the team's half-hour period has been filled by Jimmy Durante and Gary Moore, also heard on CBS Fridays for the same sponsor. Agency is Wm. Esty & Co., New York.

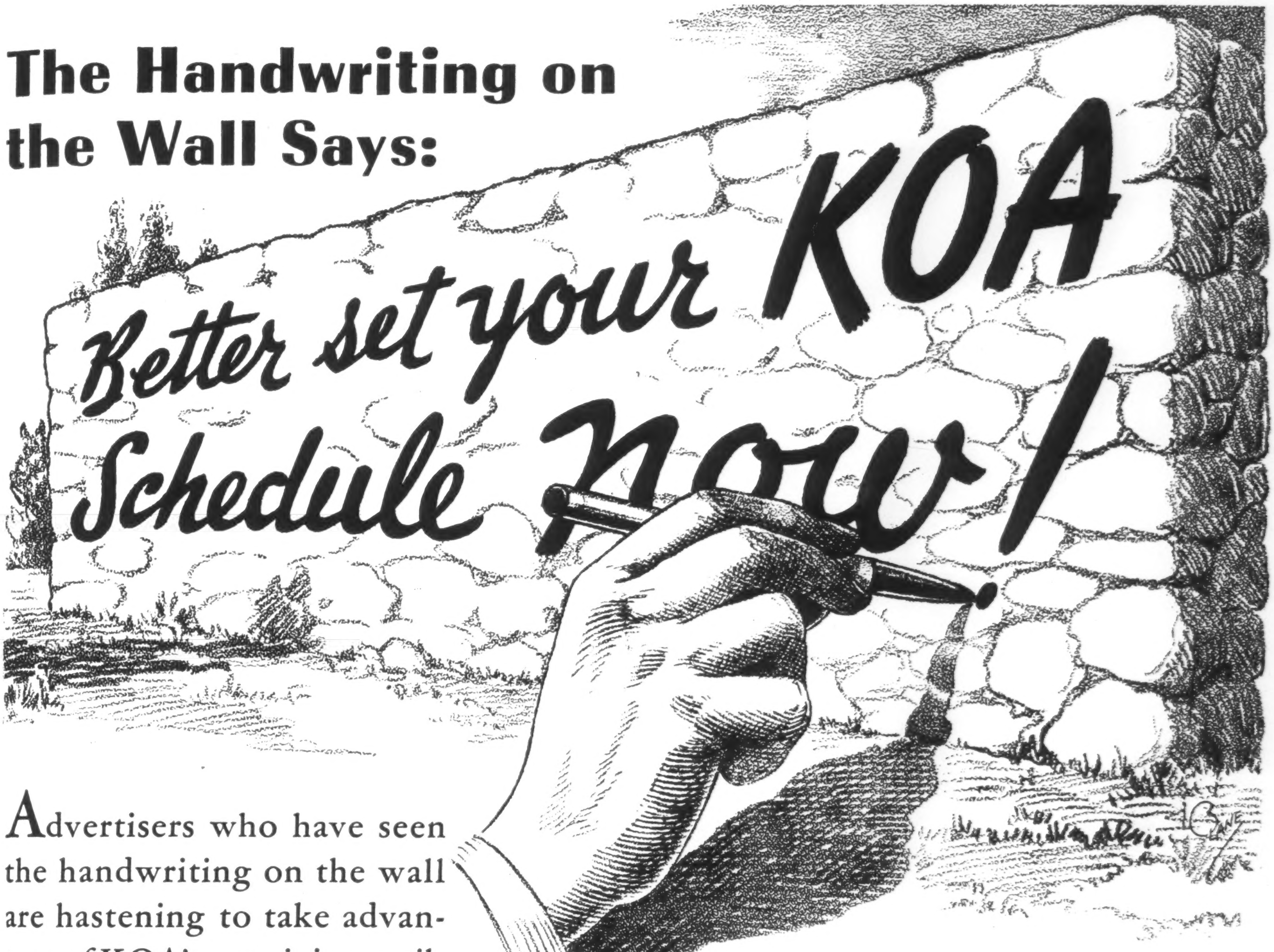
Football Canceled

IN CANCELING broadcasts of 1943 football games, officials at WLW were motivated by two principal reasons, the station advises. First, WLW is devoting substantial time to programs backing the war effort. Second, with football being dropped by many schools in the WLW area, normal schedules of traditional games always heretofore broadcast, have been disrupted. If outstanding games are scheduled as the season progresses, WLW will carry these games, the station said.

Increases at WLIB

AN INCREASE in the basic salaries for technicians at WLIB Brooklyn, was approved recently by the War Labor Board following negotiations between the station and American Communications Assn. (CIO) for a new contract to run until May, 1945. Under the terms of the pact, several of the WLIB technicians will receive a $5 per week increase, and provisions allow for a $2.50 per week increment for each additional six months of service. Base pay for this group is $40 per week.

The Handwriting on the Wall Says:



Advertisers who have seen the handwriting on the wall are hastening to take advantage of KOA's remaining availabilities. Repeated renewals by long time KOA advertisers with outstanding results have convinced them that any time on KOA is as good or better than the best time which most other Denver stations can offer.

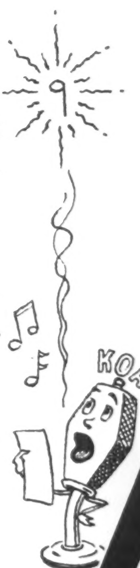
For the record, we wish to report that new business and renewals on KOA for the month of September, 1943, were on a coloratura scale. Yessir, KOA hit "High C"—with the biggest September in the Station's history...

Better get in your availability requests for some of the time remaining open on this leading station of the West.

★

Few Stations In the Nation Can Equal KOA's Dominance

!



50,000 WATTS·850 KC.

KOA

First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Free Speech: The Right to be Heard

Mass Communication Has Changed Problems But Not Principles

By ED CRANEY

General Manager, Z-Bar Net

WHEN our constitution was written, the right of free speech carried with it the right to be heard—at least the right to be heard by those within the audible range of one's voice (providing they want to listen). It didn't limit to one person the right to talk in a hall that would hold 100 people while it gave to some other person the right to talk in a hall that would hold 5,000 people.

Mr. Craney

Mass communication by radio has decidedly changed the problem. Hook-ups of two or more or all of the stations in the country for a chosen few has taken away from many "the right to be heard." Up to now, network administration of mass communication has made impossible the equitable division of time between groups of people of differing ideologies.

Established Time Threat

The policy of assigning a definite time for a single person to express his views day in and day out over a station or network of stations with no other person allowed to answer that person's views on that "established audience time" also presents a problem and a threat to our kind of government.

We of the Z Net (Montana's radio network), recognized the above problems and strove to solve them beginning in 1930 with the establishment of the Montana Radio Forum. CBS has just done so. Some say there is no problem—others say some other method must be found. All right—let's find it—I believe all of us are actually striving for the same goal—freedom of speech—the right for both majorities and minorities to be heard on American radio.

Is radio like a newspaper?

No—anyone with the funds can start a newspaper. Radio is limited and licensed by government because of the present lack of frequencies. The GOOD "newspaper" presents factual news of the day written by "on the scene" reporters of events all over the world.

It has an editor who is free to express his views on any subject in its editorial columns.

It has a section devoted to columnists where these gentlemen express *their* views on many subjects and interpret the factual news reports by "on the spot" reporters as they see it.

It has a department for comments of its readers expressing their agreement or disagreement with what they read in its columns.

It accepts and prints interviews with people representing all walks of life.

It accepts paid advertisements from capital presenting "capital's editorial policy." It does the same for labor, the WCTU, the Democrats, the Republicans and all the others.

Differences and Limitations

That is what the *good* newspaper does and we, wanting American radio to be *good* radio, must fashion ourselves as closely as possible by the best in the 4th Estate, recognizing, of course, radio's differences and limitations.

Our differences are many—

Limited facilities—an engineer's problem to solve;

Licensed by government leading to domination by the party in power;

A radio broadcast cannot be laid aside and read—if a broadcast is not listened to it is lost forever.

Audience Building

An audience (readers) can be built up for 8:00 o'clock at night to hear a single commentator night after night exposing his own private ideas and theories. That 8:00 o'clock audience has no chance to know of the ideas of the other half dozen commentators on the air at other times of day. The only way is for radio to present several commentators on that 8:00 o'clock program, the same as the newspaper places several columnists' ideas in one place in the paper from which its readers may choose. If the ideas of several commentators are presented together on a single program or on immediately adjacent program times—no matter how much these men might say they agreed and would view the news through the same pair of glasses—one has only to read a good newspaper's columnist page to know how "ideas" vary.

We must bear in mind that all of radio is *Front Page*. There is the 7:00 o'clock front page—the 8:00 o'clock front page—the 9:00 o'clock front page. As each is heard it is gone; it is not laid aside and referred to later. A different audience (readers) is there for each.

No good newspaper would do away with its editorial page and present on its front page—day in and day out—the ideas of a single person with never an answer to that person's ideas being expressed on that same front page, and yet try to say that it didn't adopt as its policy the editorial ideas of that columnist. Yet radio does just that and has been doing it for years.

There are some who think radio can cure this commentator trouble by labeling each commentator as such and telling the public he is expressing his own personal views—that these views are not necessarily the views of the station, etc., excuse after excuse, the same as many do on political broadcasts.

Believes in Commentaries

There are others who think commentators should be made into factual reporters and let forums serve for the expression of differing ideas.

We of the Z Net believe commentaries are healthy. We believe the public needs their ideas—we said *their*, not his or hers. We have saluted CBS on its stand because we know it has taken courage to recognize the problem and CBS is trying to solve this problem. While we do not say our method is the "ideal", we nevertheless believe it is more practical than any other thus far devised for the protection of "the right to be heard" and "the right to hear". We have merely endeavored to build the columnist page of the newspaper into an air show. We never put a "single" commentator on the air. We insist on two or more people's ideas being expressed on the same or on adjacent shows or we don't carry the broadcast. While NBC, with which we are affiliated, has some air shows with two or more minds brought together on the same show, such as Sheaffer Pen, 1:15 MWT, Sundays—*OK For Release*, 3:30 p.m. MWT, Saturdays and 9:30 a.m. MWT, Sunday and *The Editors Speak*, 2:30 p.m. MWT Sundays; these are not enough, so we record a daily broadcast of two or more different commentators and present these on adjacent times each afternoon and two nights a week.

'Abuse of Communication'

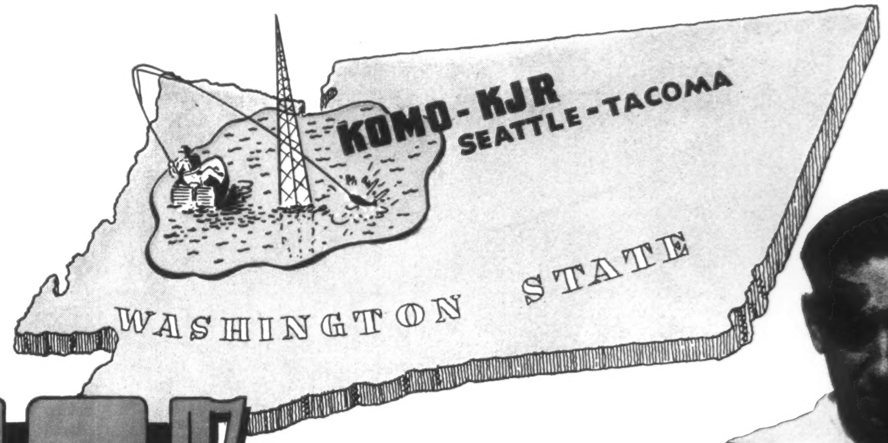
We are certain no commentator worth his salt would object to be on the same or adjacent program with other commentators. The newspaper columnists seem to thrive on the idea. Then, too, if Commentator A is good for a morning audience, Commentator B for an afternoon audience, and Commentator C for an evening audience, how much better each of these three audiences would be served if they could have the advantage of hearing all three of these men's ideas. And, after all, it IS the public we are trying to serve and protect.

The commentators' right to be heard and the peoples' right to have more than a single commentator's idea is not our only problem to solve in radio's freedom of speech. It is true we are in a war, but what we are about to record here went on even before the war. It is the abuse of mass communication by allowing a person, a group of persons, the party in power, or, it is conceivable, anyone with enough financial backing to pay for it, the right to talk to all of the people over the vast majority of stations in the country simultaneously and allowing any answer to such broadcast to be heard only over a limited number of stations with the Jack Bennys, Kate Smiths, Kay Kysers, et al. running competition over all other stations and thus limiting the audience for "the opposition."

Our national points of view must be disseminated by our great network systems. However, it is not fair to the American public for radio to broadcast one point of view over every station in the country with no other program

(Continued on page 24)

ED CRANEY, operator of the Z-Bar Net (KGIR, KPFA, KRBM) in Montana, is a provocative broadcaster. He has been in the thick of just about every radio battle—network, copyright, legislative, NAB. Long before the subject of controversial commentators became controversial, his stations refused commentaries unless in a forum. BROADCASTING has presented several sides of the "opinionated news" issue—FCC Chairman James Lawrence Fly's approach for open microphones to all; CBS' Paul W. White's pronounciamento against expressions of opinion by its analysts; Paul Kesten's defense of that policy, and Zenith's Comdr. McDonald's plea for an editorial page of the air. Believing in freedom of the press as fervently as it does in freedom of the air BROADCASTING opens its columns to Mr. Craney's views in his own words.



Puget Sound area is famous for big, fighting King Salmon . . . and for big, easy-to-get SALES!

66% OF WASHINGTON STATE'S DOLLARS ARE *Spent in this Pool*

WITHIN 50 MILES OF OUR TRANSMITTER

WHEN YOU GO FISHING, you go where you know the big fish are! When you're out for *sales* don't overlook the KOMO-KJR area in Washington State. It is one of the "hottest" spots in America today—with an amazingly brilliant future! Sales Management Survey of Buying Power says 66.57% of the State's effective buying income is concentrated in this 50-mile "pool" which includes Seattle and Tacoma... covered intensively by KOMO-KJR.

TODAY—$1,454 per capita is the effective buying income in this area as reported by Sales Management . . . far above the national average.

TOMORROW—Post-war development of Alaska, Russia, China and a wealth of natural resources point to a brilliant future for this area.

KOMO NBC

KJR BLUE NETWORK

TOTEM BROADCASTERS
•
SEATTLE, WASH.

EDWARD PETRY & CO.
New York, Chicago, Detroit, St. Louis,
Los Angeles, San Francisco

PAUL H. RAYMER
Chicago, New York, San Francisco,
Los Angeles

WNYC Would Bar Court Candidates

Not Violating Radio Law Says Novik, Station Manager

EXCLUSION of two party-endorsed candidates for the New York Supreme Court from the political time allocation plan of WNYC, New York municipal station, does not constitute a violation of the Communications Act, in the opinion of Morris Novik, general manager of WNYC, who said the plan will not be put into effect unless it secures the approval of all parties.

As announced by Mayor F. H. LaGuardia of New York on Oct. 10, during his weekly broadcast on WNYC, the plan is to give free time to candidates on the following basis: The two candidates for Lieutenant Governor would receive equal time. Four sessions would be given to the 80 candidates for the City Council, with spokesmen for the Democratic, Republican and American Labor parties each getting one period on the air, with the fourth time period allotted to a representative of the independent candidates.

Would Exclude Aurelio

Time would also be allocated to candidates for the City Court, under the Mayor's plan. But of the Supreme Court candidates the Mayor said: "Candidates who are endorsed by the two major parties are sure of election, so they won't need any time, but we will allow equal time for candidates running for the Supreme Court in the First Department who are not on the two major tickets."

In reporting this development, New York papers played up the fact that this plan would not make WNYC available to Thomas A. Aurelio, who will appear on the ballots as official candidate of both Republican and Democratic parties, although both parties have repudiated him and are backing opposition candidates.

What Sec. 315 Says

Plan for making time available to some but not to all candidates appeared to be contrary to Sec. 315 of the Communications Act, which reads as follows: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station . . ."

Questioned on this point, Mr. Novik replied that the proposal to allow the candidates who are seeking support from New York City voters the chance to address them on WNYC is "a system which must work on a voluntary basis or not at all." Continuing that Sec. 315 does not apply where all parties have agreed on a yardstick such as this plan, Mr. Novik stated that WNYC will give no time to any candidate unless the plan is accepted by all parties.

FAREWELL PARTY to CBS executives Art Kemp and Charles Morin was given by Ralph R. Brunton, KQW San Francisco, president, and C. L. McCarthy, manager, who were hosts to executives and radio buyers of the 40 advertising agencies attending. Kemp, Pacific Coast sales manager, becomes general manager of the CBS Detroit office; Morin goes to New York as Eastern sales manager for the Columbia Pacific Network. Saying their farewells are (l to r): C. L. McCarthy; Art Kemp; Ole G. Morby, of the CBS San Francisco office; Ralph R. Brunton; Wayne Steffner; Charles Morin.

Free Speech and Right to Hear

(Continued from page 22)

of consequence on the air at the same time to distract the listener's attention, while the conflicting ideas of another group of our people are put on over a single station or a network of 10 or 20 stations or even over a complete major network of 100 stations but with the other networks and stations placing major shows and well-known radio personalities on the air in competition to such broadcast, thus dividing the audience.

National Radio Forum

Our views as a people are pretty well represented by the political parties. All questions of national public interest do not always cleave to party lines but for lack of a better formula let us suggest that for the dissemination of national policy ideas—for the establishment of "the right of minorities to be heard"—"the right of the people to *hear*", that the national networks establish a national radio forum—to assign a definite amount of time for such broadcasts when all networks would simultaneously give voice to the country's leaders, that the time be divided between the various political partes in proportion to the votes cast by each at the previous presidential election.

Now comes the problem of the station's owner establishing an editorial policy of his own. Until the engineers find ways and means for anyone and everyone to start a radio station, it will hardly be right for a mere handful of men to establish a time of day when they would broadcast their own ideas, day after day, to the world over a precious wave band that belongs to all the people and not to the few who might possibly agree with the ideas of such a station editor. If such an air editor should take to the airways, then certainly time adjacent to the commentators would be the time for such a broadcast and, likewise, any station should establish the right for listeners not agreeing with such editor's ideas to be heard on the *same* program. Of course, the opening up of new frequencies can conceivably change this entire program.

Should a station allow capital to editorialize on its programs? Should a station sell time for labor or minority groups to sell their pet ideas? Radio sells time in a political campaign for the discussion of public problems. What will radio (as long as it is limited by limitation of frequencies) do in respect to allowing financially poor groups or individuals to answer charges of financially rich groups if it sells time at all times for the discussion of public problems or controversial questions?

These are problems we must meet and talk about and possibly ask Congress to help us solve.

Ask Congress' Help

I am one who believes Justice Frankfurter interpreted the language of the radio act as it is written. I know from talking with Members of Congress who helped write the radio act that the Supreme Court's majority opinion interpretation of the radio act, was beyond the realm of their thoughts when the act was written. I have read the White bill and do not believe we can turn the broadcasters (networks) loose as this amendment would do. As long as we have limitation of facilities, we must have some kind of police regulation just as we have traffic regulations on our street corners and highways. We must have network as well as station regulations and that regulation must have its limitations just as police power has its limitations. We must look to Congress to help us. We must t Congress our problems and ask to help us guarantee the Ameri people "the right to be heard"— "the right to hear."

WKNE Refinance Pla Submitted to the FC

WKNE Keene, N. H., last wee submitted for FCC approval a re financing plan involving issuanc of new preferred stock and trans fers of common and preferred stock which would give control to M. S Wilder and Col. H. C. Wilder, hi son. Under the present stock setup none of the eight stockholders ha control. Col. Wilder is also principl owner of WSPR Syracuse and WTRY Troy.

WKNE Inc. told the Commissio its proposal to issue 500 shares o non-voting preferred stock at $10 per share par value was t strengthen its financial positio pay off its note indebtedness, an strengthen its balance sheet fo credit purposes.

The proposed new common stock setup referred to the FCC is as fol lows: H. C. Wilder, 57 shares Fred R. Ripley, 3 shares; Georg W. Smith, 1 share; Philip F Faulkner, 3 shares; M. S. Wilder 149 shares; Helen W. Miller, 5 shares; Frank Lyman Jr., 4 shares; N. L. Kidd, 2 shares. M. S Wilder would own 100% of th preferred stock (205 shares) an with his son would control the 31 shares of common stock outstand ing.

Victor Waters Leave Justice Dept. for Nav

VICTOR O. WATERS, forme special assistant to the attorne general in charge of copyright an music litigation and its expert o radio matters, re ported last Frida for active duty a a Lieutenant (jg in the Navy. Hi orders carri him to Tucso Ariz. for indoctri nation.

Mr. Waters

Mr. Waters fo the past year ha been in charge o the Central Stat offices of the Department of Justic anti-trust division, head-quarter in New Orleans. The office now ha been closed. Mr. and Mrs. Wate on Oct. 11 became the parents of 7 lb. 9 oz. boy, their first child.

Holmes Baldridge, chief of th litigation section of the Depar ment of Justice's anti-trust divisi is in charge of radio and entertai ment matters.

Chap Stick Regional

CHAP STICK Co., Lynchburg, Va is using radio for the first time fo Fleet's Chap Stick. Supplementi a campaign in national magazin service publications, East-centr newspapers, the firm is sponsori *Cunningham News* for five minut five-times weekly on WXYZ De troit; CKLW Windsor and WCA Pontiac. Series started Sept. Agency is Sherman K. Ellis & C New York.

XUM

Sensational 50,000 Watts

Primary Coverage now yours in 123 Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia as low as 24½¢ per county per 1/4 hour.

Write or ask a John Blair Man for New Coverage Map

WWVA

WHEELING, W. VA.

A FORT INDUSTRY STATION

Basic Blue

Making old High Records look Puny

Current schedules, running far ahead of last year, show plainly what advertisers, both national and local, think of the ability of WSIX to produce sales in a BIG way.

This Nashville market is getting richer daily. Crops are coming in . . . industries booming.

You can blanket this whole Nashville area over WSIX. Join the Big Parade!

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Purely PROGRAMS

TO OBTAIN professional advice on a program series attacking the delicate problem of juvenile delinquency, WMCA New York has set up an advisory committee composed of workers in the social welfare field. Representatives from the N. Y. Welfare Council, the Children's Court, public education, and child welfare agencies, have agreed to advertise the station on a projected series titled *Parents Forum*. Present committee grew out of a meeting called by the station to discuss how to handle a juvenile delinquency program. Station had been approached with two program ideas, both calling for actual trying of cases on the air with the delinquents participating.

Main issue brought up at the meeting, Sept. 20, was whether such a program should be directed to the child or to the adult; and whether radio could be used as a social force to influence delinquents. General consensus of opinion was that the program should be directed to the parent. In the projected series lined up subsequently by the station, and now awaiting the committee's approval, parents will present actual case histories with a sociologist presiding. As another outcome of the meeting, the Welfare Council of New York City has agreed to serve as a central clearing house for WMCA programs dealing with juvenile delinquency and other family welfare problems. Representing WMCA on the advisory committee are Leon Goldstein, director, public service features division; and Garrett E. Hollihan, program director.

* * *

Service Letters

LETTERS of servicemen and women to their friends and relatives back home are shared over WTAG Worcester, Mass., on the *Victory Mailbag* program which features Patricia Neighbors as postmistress. In addition to the letters, excerpts from service newspapers are included to give listeners first hand information on what the boys are doing. Visiting servicemen are often included as guests on the program.

* * *

Wartime Service

AS an additional wartime service to listeners, Ruth Lyons, who presents the WLW Cincinnati *Consumers' Foundation* broadcasts six times weekly, furnishes her audience with the latest facts on price regulations and rationing on the Monday, Wednesday, Friday programs, gathering the information from the local OPA office.

* * *

Aid Coast Guard

TO HELP the U. S. Coast Guard recruit 5,000 SPARS by the end of the year, KPO San Francisco, has started a weekly series of recruitment programs, prepared and presented by the public relations office of the Twelfth Naval District.

Educational Series

KYW PHILADELPHIA has scheduled six program series of an educational nature for the new season. Originating from a different Philadelphia high school each week, a half-hour *Junior Town Meeting of the Air* on Thursdays has prominent educators and civic leaders acting as moderators for topical discussions by students. Program is heard in the assemblies of all the other schools. Devoted to the activities of the schools in the suburban area, *Know Your Schools* is scheduled for Monday mornings; and on Wednesday mornings, as *Our Public Schools*, the program is turned over to the activities of the local schools. A Friday afternoon period will be turned over to the U. of Pennsylvania Museum for a series of historical broadcasts. On Saturday afternoons, the Philadelphia Public Schools will conduct a home economic series, *Consumer Time*. Starting Oct. 19, a Tuesday morning series has been turned over to the Catholic Schools of the Philadelphia area. William L. Galleher, educational director of KYW, is in charge of the various programs.

* * *

Education on the Air

NOVELTY in radio education, *Musical Pictures* goes into its second year on WGKV Charleston, W. Va. The weekly programs are designed to correlate music, art and literature, stimulating the imagination of pupils. Students record their impression of the music played by means of a drawing, poem or story. The one submitting best work wins 12 weeks scholarship at the Mason College of Music and Fine Arts in Charleston.

* * *

War Jobs Available

STRESSING importance of doi war defense work and giving resume of jobs available wi working conditions, a new progra titled *Job Counselor* was recent started on KLX Oakland, Ca Cooperatively sponsored by wa industry plants and other fir doing defense work, the dai quarter-hour program featur James Walker Allen as Job Counselor.

* * *

Young Folks Series

STORIES behind musical instr ments and compositions are to for the benefit of the younger ge eration in a weekly half-hour pr gram on WLIB Brooklyn titl *Classics for Young Folks.*

* * *

Heart Fixer

ROMANTIC dilemmas of listene are unravelled by Allie Lowe Mi in *Love Problems*, weekly quarte hour program first heard on W New York and now expanded to network program on the BLU

XUM

BLUE RIBBON TOWN originates at KNX

. . . so does "First Call with Beverly"

Ever stop to try to figure out what causes that strange, electric tremor that clears the highways of America each Saturday night—as folks run indoors to tune in? Ever stop to think why so many horses whinny, and strong men prepare to weep?

Folks, it's Groucho again, that's what it is. Groucho the Marx. The Marx who is the exact opposite of a pantomimist. Non-silent Groucho, they call him. Groucho of Blue Ribbon Town, Groucho of Pabst Blue Ribbon Beer. Coast-to-coast-CBS-Groucho.

Aye—it's Groucho—but it's Groucho plus. Plus KNX. Groucho "originates" at KNX. Its facilities, skill, experience, and know-how make it possible for Groucho to project over the full network a show that's professionally superb—smooth, polished, balanced, exquisitely timed, and dangerously hilarious. More than twenty other coast-to-coast CBS programs rely on these same expert KNX facilities.

Now, for contrast, let's look at a show that is not coast-to-coast. *First Call with Beverly*. Time: every weekday morning, about dawn. Beverly herself puts on a gay, musical gag-and-chatter program—a special request show—for the service men in Southern California. She plays the records they ask for, gives them friendly advice, back-talk, and genuine affection. Do they listen? Well, in two weeks some 2,500 of them wrote her for her photograph.

Beverly "originates" at KNX too. Same skill, polish, experience work for her as for Groucho. Same station know-how enables Beverly's participating sponsors to explore the rich early-morning KNX market; not only the uniformed army, but the vast regiments of swing-shift war-workers. They set their clocks by *First Call with Beverly*. There are a few participations available. Better put this KNX skill to work for you—better ask us—or Radio Sales.

Columbia Station for All Southern California

COLUMBIA OWNED

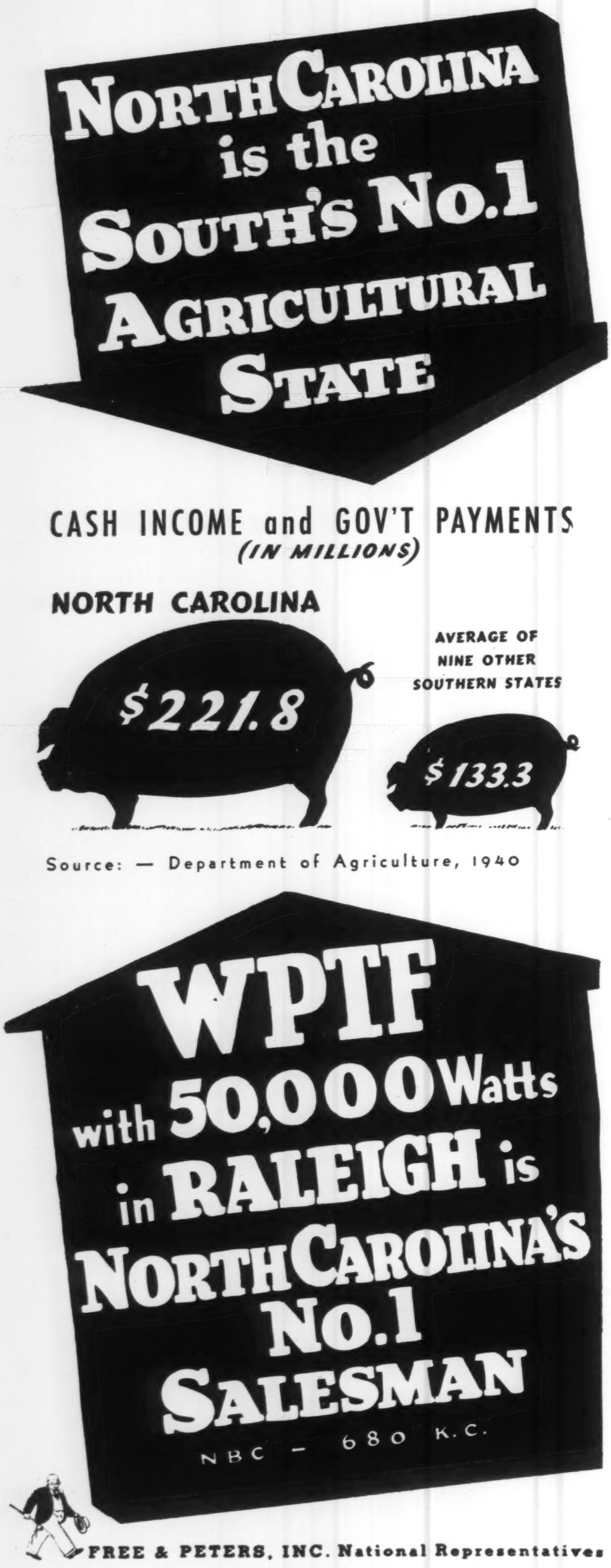
KNX

CBS

LOS ANGELES

50,000 WATTS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

NORTH CAROLINA
$221.8

AVERAGE OF NINE OTHER SOUTHERN STATES
$133.3

Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

'Bonds for Christmas' Top Radio War Messages Scheduled Week of Nov. 8

WAR BONDS move back into first place in the amount of time given to war messages under the OWI Domestic Radio Bureau allocations for the week of Nov. 8. Announcements for bonds will be broadcast on the Network Plan, and all 891 U. S. stations are scheduled to receive transcriptions with three announcements daily for the week.

Of special interest is the fact that Nov. 11 will see the formal launching of the new "Christmas Present With a Future" campaign for war bond promotion. With retail trade cooperating actively, the drive also furnishes another point of contact in the relation between radio and retailing which NAB is fostering on a nation-wide scale.

Aimed at Inflation

Radio participation in the Third War Loan Drive ended on Sept. 30, and in line with the agreed policy not to schedule simultaneous fund drives, bond messages were discontinued during October while the National War Fund appeal was carried on all of the allocation plans. A short "fill-in" bond schedule is set for the period just prior to the Bonds for Christmas campaign, and this was planned (1) to push the payroll savings plan, and (2) keep the bond theme hot before launching the Christmas gift drive on Nov. 11.

OWI has advised that the major home front offensive continues to be directed against the danger of inflation. Retail buying regularly reaches its peak in November and December, when department stores, specifically, do one-fourth of their year's volume. This year, with consumer buying power at a new high, and supplies of goods limited by war restrictions, it becomes a serious problem to prevent such a buying stampede as would occur if everyone bought all he could afford.

Treasury Dept. and the OWI accordingly are lining up a bond campaign that will enlist the active co-operation of retail business. The Retailers War Campaigns Calendar of the OWI will furnish suggested advertisements, radio copy, displays and promotional suggestions. Treasury will furnish between 15 and 20 million special Christmas envelopes to hold gifts of bond and stamp albums. Treasury will also produce insert order blanks to be mailed out with November bills.

Motion picture houses and banks will join the effort with special displays and promotions. Industrial plants will tie in with programs to sell the idea to employees, and perhaps will give their Christmas bonuses, to the extent permitted, in war bonds and stamps.

Four special days are to be featured in the drive: Armistice Day, Nov. 11; Thanksgiving Day, Nov. 25; Pearl Harbor Day, Dec. 7; and Dec. 21, the "shortest day in the year, but still long enough to buy war bonds—"The Present With a Future."

Food Fights For Freedom, second ranking campaign for the week of Nov. 8, continues from the previous week on the independent stations, being dropped from the affiliates, but the latter stations will get the food messages via the Network plan. Food For Freedom is also scheduled on the National Spot Plan. Names of the programs carrying these messages and the times of broadcast are listed in OWI Schedule No. 81, which should be consulted to avoid to close proximity of messages on the same themes.

Only four campaigns are listed in BROADCASTING'S OWI Packet table for the week of Nov. 8. Two more, The Enemy, and Hold Prices Down, are handled by "special assignment."

With Junior Red Cross on KW stations only, and Stick to Your War Job on the OI Group, it is a light week in Washington sponsored war messages.

Bonds vs. Furniture

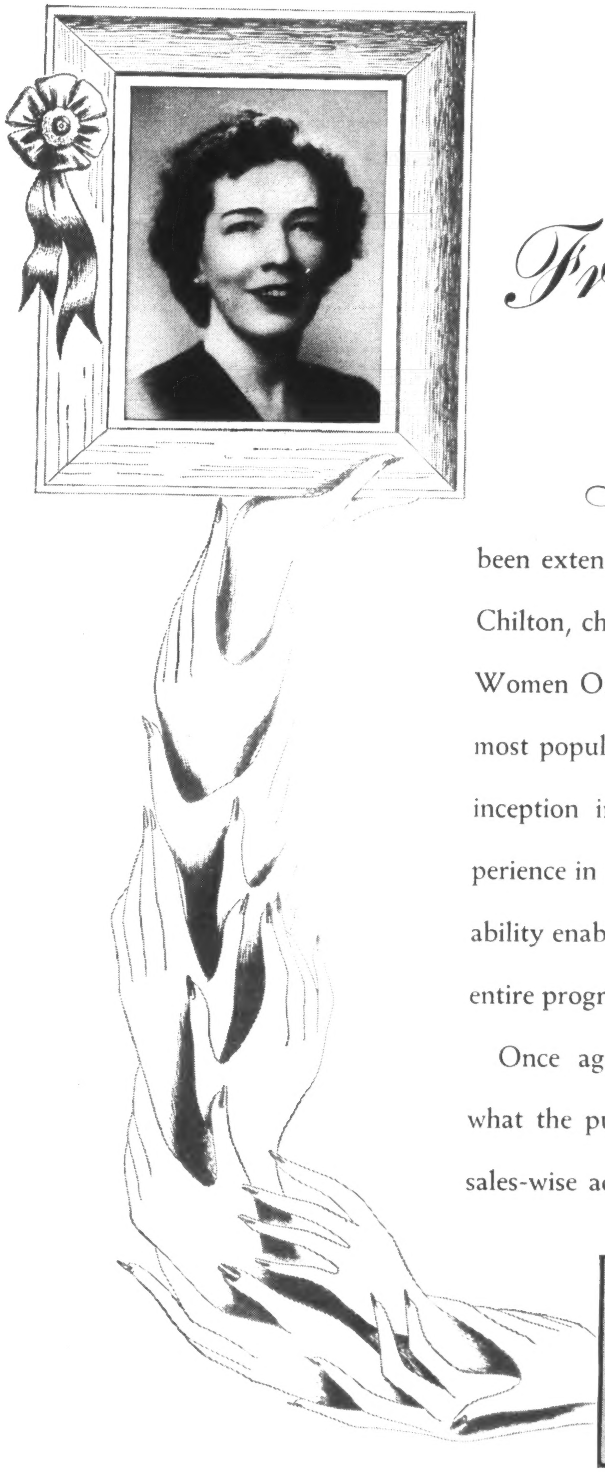
A PROTEST has been made to the Office of War Information in Boston in regard to an OWI announcement "Don't Buy Furniture—Buy Bonds", according to the National Retail Furniture Assn. Objection has been forwarded to the OWI in Washington with a request for modification of the announcement on the grounds that it is unfair to single out one product for restricted buying. The spots in question were heard on WHDH Boston in connection with a U. S. Treasury Dept. program.

OWI PACKET, WEEK NOV. 8

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 8. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group OI Aff.	Ind.	NAT. SPOT PLAN Live	Trans.
Food Fights For Freedom	X		X		X	X	
Buy War Bonds	X	X	X	X	X		X
Stick to Your War Job	X			X	X		
Jr. Red Cross		X	X				

See OWI Schedule of War Messages No. 81 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



Friendly Hands

A host of friendly feminine hands have been extended in the past few weeks to noted Ruth Chilton, charming new director of the WCAU "For Women Only" program, consistently Philadelphia's most popular woman's participating feature since its inception in 1933. Ruth Chilton's 18 years' experience in radio, her personable delivery and unique ability enables her to create, construct and present an entire program of the greatest listener interest.

Once again, WCAU specialized knowledge of what the public wants is paying rich dividends for sales-wise advertisers.

50,000 WATTS

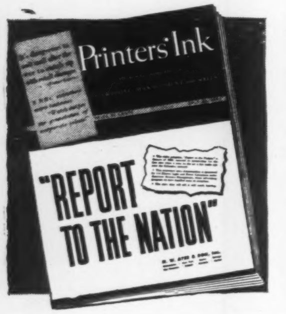
WCAU

Philadelphia's Pre-eminent Radio Station

KIRKMAN
0 20 40 60 80 100
20 -10 -7 -5 -3 -2 -1 VU +1 +2 +3
LAUGH METER

HITTING THE TOP of the "Can You Top This?" laugh meter, would mean relatively little to the Kirkman Division of the Colgate-Palmolive-Peet Company, if it indicated the enjoyment of only a studio audience. Public reaction, measured in terms of distribution and sales, is what this advertiser is after.

Past masters in the art of timing a gag to milk the last laugh are Senator Ford, Joe Laurie, Jr., and Harry Hershfield, but the advertiser must time his part to wring the last drop of sales potential. There is much more to successful radio than the creation of attention, just as there is to the successful handling of all advertising media.



PRINTERS' INK reports and analyzes marketing ideas—talks to advertisers and agencies in terms of selling and distribution problems — provides the kind of information helpful to the development of any radio effort whose success is measured in sales. To reach the men who build, approve and spend the nation's advertising budgets, it is profitable to use the magazine they read to keep informed.

FOR EXAMPLE . . .

At Kirkman & Son
Printers' Ink has three subscriptions
At Colgate-Palmolive-Peet Company
Printers' Ink has twelve subscriptions
At Newell-Emmett Company (Agency for Kirkman)
Printers' Ink has twenty-three subscriptions

printers' ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 EAST 42nd STREET, NEW YORK 17, N. Y.

Text of WPB Order P-133: Controls Equipment and Supplies for Stations

FOLLOWING is the text of WPB Order P-133, now exclusive controlling authority for obtaining maintenance, repair and operating supplies for radio communication and radio broadcasting [BROADCASTING, Oct. 11]. A rewritten version of the previous P-133, it incorporates amendments and revisions to date and is one of the first WPB orders to be written in lay English rather than in legalistic terms characteristic of earlier WPB orders.

PART 3289—RADIO AND RADAR
[Preference Rating Order P-133, as Amended Oct. 8, 1943]
ELECTRONIC EQUIPMENT

Section 3289.41 *Preference Rating Order P—133* is hereby amended to read as follows:

§ 3289.41 *Preference Rating Order P-133*—(a) *What this order does.* This is a complete revision of Preference Rating Order P—133. It gives preference ratings to persons engaged in certain businesses. It also entitles some of them to use the allotment symbol "MRO". The ratings and symbol can be used only to get materials for maintenance, repair and operating supplies; and there are also certain special restrictions set forth in paragraph (e). The businesses, and the ratings and symbol assigned to persons engaged in them are:

(1) Radio communication — AA-1. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(2) Radio broadcasting—AA-2. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(3) Sound recording for commercial, educational or industrial purposes—AA-5.

(4) Operation and maintenance of public address, intercommunication, plant sound or other similar electronic systems, such as systems for the controlled distribution of musical programs—AA-5.

(b) *What is meant by maintenance, repair and operating supplies.* These terms include whatever is necessary to keep a person's business property and equipment in sound working condition, or to fix it when it has broken down or is about to break down. They also include those things which are normally used in the day-by-day operation of any of these businesses, being as a rule things which are consumed in use. On the other hand, there are some things which these terms do not include, and to which the benefits of this order do not extend. These are production materials, capitalized repairs, capital equipment, capital replacements, plant expansion, addition of facilities, and the construction and remodeling of buildings.

(c) *Relation of this order to War Production Board regulations and other orders.* This order and all things done under it are subject to the provisions of all applicable regulations and orders of the War Production Board, except that persons who are engaged in the businesses listed in this order to that extent are entitled to none of the benefits, and are subject to none of the restrictions, contained in CMP Regulations No. 5 and No. 5A. Anyone using this order should read particularly Priorities Regulation No. 3, which tells how to apply and extend ratings, and which contains a list of things which blanket MRO ratings (such as those assigned by this order) cannot be used to get (Priorities Regulation No. 3, paragraph (f) and List B).

(d) *How to use the ratings and allotment symbol.* (1) Persons entitled to use these ratings and the allotment symbol "MRO" under this order may do so by placing on their purchase orders either the form of certificate provided in Priorities Regulation No. 3, or that provided in CMP Regulation No. 7. In every case those persons entitled under this order to use the allotment symbol "MRO" must place on their purchase orders in addition to the certificate the symbol "MRO-P—133".

(2) Any purchase order for controlled materials which bears such a certificate and symbol is an authorized controlled material order, and on such orders the preference rating should not be shown. The preference rating must of course, be shown on orders for anything but controlled materials.

(e) *Restrictions on the use of the ratings and allotment symbol.* No person shall use these ratings or allotment symbol:

(1) To buy or to repair a tube unless a similar tube has first been operated to failure, or unless he has in stock less than one new and one rebuilt, or two rebuilt spare tubes for each active tube socket. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

(2) To replace in stock any spare parts except parts which are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of operations unless they could be immediately replaced from stock.

(3) To replace in stock a new part (other than a tube) if the old part can be repaired.

(4) To replace equipment which has not been used within the ratings specified by the manufacturer of the equipment.

(5) To increase the value of a person's inventory of repair parts (not including tubes) above the value of such inventory on October 5, 1942.

(6) To increase a person's inventory of operating supplies (not including tubes) above a ninety-day requirement.

(7) To get aluminum if the use of any other material is practicable, or to get more than five hundred pounds of aluminum in any calendar quarter in any event.

(8) To get materials for the maintenance, repair or operation of equipment for the account of War Emergency Radio Service.

(f) *Persons who service these businesses.* Any person (such as a service repair shop) who does maintenance or repair work for anyone engaged in any of the businesses described in this order may use the rating and symbol to which his customer would be entitled in order to get materials to do that work for his customer. In such a case the restrictions of paragraph (e) apply as to the customer and the customer shall be responsible if they are violated.

(g) *Special rule for international point-to-point, radio communication carriers.* Any person engaged in international point-to-point radio communication, as a commercial operation, may use the rating and allotment symbol given by this order to rearrange, modify or expand existing facilities and equipment (but not buildings) either to maintain his regularly established services, or to provide whatever new or modified service may be necessary to render services required by or for the account of the United States Army, the United States Navy, any agency of the United States Government, or any agency of any foreign government.

The cost of materials for any one project undertaken under this paragraph (g) must not exceed $1,500.00, in which case the restrictions of paragraph (e) of this order, and the rules of Conservation Order L-41 shall not apply, and an authorization to begin construction shall not be necessary.

(h) *Penalties for violating this order.* Any person who wilfully violates any provision of this order or falsifies the certificate prescribed in paragraph (d), or who conceals any material information or furnishes false information to any department or agency of the United States is guilty of a crime. If convicted, he may be punished by fine or imprisonment. He may also be deprived of any or all priorities assistance. For example, he may be prohibited from getting, delivering, processing, or using anything which is subject to priority control by the War Production Board.

(i) *How to appeal from any provision of this order.* Any person may appeal for relief from any provision of this order by writing a letter which explains fully what provisions he is appealing from and why he thinks he should be relieved from these provisions so far as they relate to him or his business. He should send this letter with two signed copies to the War Production Board.

(j) *Letters and reports about this order.* Any letters about this order, or any reports which persons subject to this order may be required to file, should be addressed to the War Production Board, Radio and Radar Division, Washington, D. C., Ref: P-133.

Issued this 8th day of October 1943.
WAR PRODUCTION BOARD,
By J. JOSEPH WHELAN,
Recording Secretary.

CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

PHIL STEWART

talks about radio response

"WJR, one of thirty-five Columbia stations used in the recent campaign of our client, the Holland Furnace Company, brought *almost two and one-half times as much mail* in response to a four-week gift offer (12 fifteen-minute programs) as any other individual station... more audience mail than seven other 50-kilowatt stations *combined*... a total of 23,093 pieces of audience mail, or twenty-two point nine percent of *all* the mail received from the network of thirty-five stations."

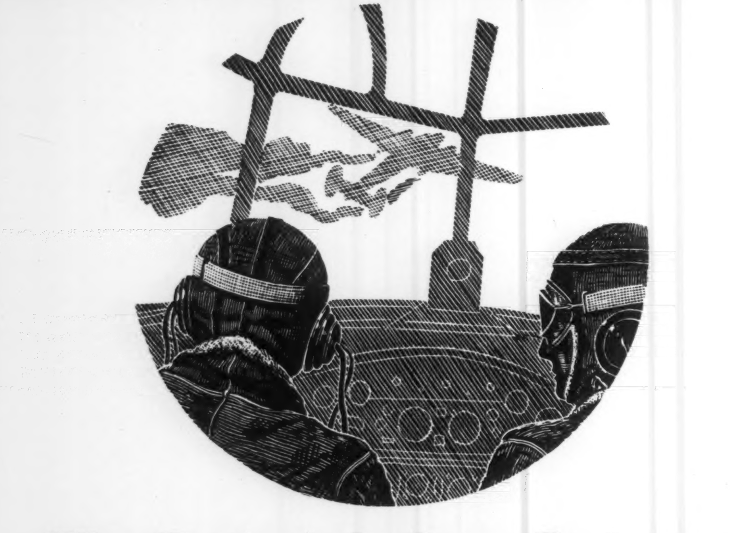
Phil Stewart
Director of Radio and Account Executive
ROCHE, WILLIAMS & CUNNYNGHAM

WJR
THE GOODWILL STATION
Detroit

BASIC STATION ... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President...Leo J. Fitzpatrick, Vice President & General Manager

Edward Petry & Company, Inc.
National Representative

RADIO
IN SERVICE OF HOME AND NATION



Why Tomorrow's Gates Equipment *Will Be Better Than Ever . .*

A giant Flying Fortress, Liberator of Catalina swiftly wings its way across a broad ocean . . . radio its only contact with its land bases. This radio equipment *must be good* . . . for upon it a highly trained crew of valiant American flyers rely as their sole means of communication.

Much of the radio equipment that is fighting its way ahead with the Allies is engineered at Gates by the same men who are ready to wage war on your engineering problems. Modification and maintenance engineering that gets the best results out of limited circumstances is just one of the lessons we have learned that will prove helpful to you now . . . regardless of the type or make of equipment you are now operating. And tomorrow, Gates' wider knowledge, engineering ability and added plant facilities will be creating *better Gates equipment . . . at less cost!*

Gates
RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U. S. A.
Manufacturing Engineers Since 1922

Free Radio Time in Bond Sale Exceeds 2 Millions, Says OWI

Figure Based on Programs Under Allocation Plans During 3½-Week Nationwide Campaign

RADIO'S CONTRIBUTION in time and talent to the Third War Loan Drive, Sept. 9 through Oct. 3, was estimated last week by the OWI to be worth well over $2,300,000. This figure, according to the Radio Bureau, is based on programs scheduled under the various OWI allocation plans during the three and one-half weeks of the radio campaign and does not take into account programs arranged by local War Finance Committees and cleared through OWI regional station relations offices.

Billion Impressions

The radio campaign for the Third War Loan, the Bureau reported, involved more than 138,976 individual station broadcasts, resulting in at least 1,111,720,000 listener impressions. This total, according to OWI estmates, was distributed as follows:

Network Allocation	497,100,000
Special Assignment	423,000,000
Station Announcement	126,000,000
National Spot Allocation	11,000 000
Special Events	54,620,000

Scheduled for the campaign were 229 network programs, more than 86,237 local station announcements, 343 special network assignments, 3 special events, and 79 national spot and regional network programs on 1,619 stations.

Under the Network Allocation Plan, through which OWI channels war messages to the listening audiences of all national network commercial and sustaining shows each program received definite assignments on a regular schedule. During the Sept. 9 - Oct. 3 period of the campaign, messages were allocated to 72 programs on NBC, 49 on Mutual, 69 on CBS, and 39 on BLUE. Of the 229 programs assigned to carry the War Bond message, 125 were daytime shows.

Under the Station Announcement Plan, OWI provides one-minute transcribed announcements which are broadcast at various intervals throughout the day by virtually all stations in the country. In the case of the Third War Loan different announcements were prepared, each station broadcasting three of the announcements daily.

Through the Special Assignment Plan, agencies, sponsors and networks are informed by OWI of its plans and needs in connection with various campaigns. Cooperation of broadcasters for the War Bond drive was 100%, the estimated audience obtained through this plan nearly equaling that of the Network Allocation Plan.

Under the National Spot Allocation Plan, messages were assigned to programs which were broadcast either live or transcribed over 5 or more local stations. Some of these messages were carried several times a week but OWI estimates of audience reached through this plan were based on a minimum of one broadcast per week.

Local Activities

Special Events arranged for the Third War Loan radio campaign included an elaborate program on all four major networks with President Roosevelt, Secretary Morgenthau and Hollywood stars setting off the drive; an address by Archbishop Spellman over Mutual; and a report by Mrs. Roosevelt of her trip to the South Pacific battle zones.

OWI explained it was unable to evaluate the extent of local program participation, but reported clearance activities of its station relations offices showed that special local events and localized announcements were broadcast over local stations in many areas.

As in other campaigns, writers and producers of network programs were provided fact sheets for the War Loan drive and advised to prepare the message in the way they thought best. OWI staff monitors reported that the campaign, on the whole, was given unusually fine treatment. More than three-fourths of the messages were rated either "good" or "excellent" and were handled with accuracy and "presented in an attractive, interesting and persuasive manner". Chief technique used was the straight announcement with program stars, guest artists or announcer delivering the message.

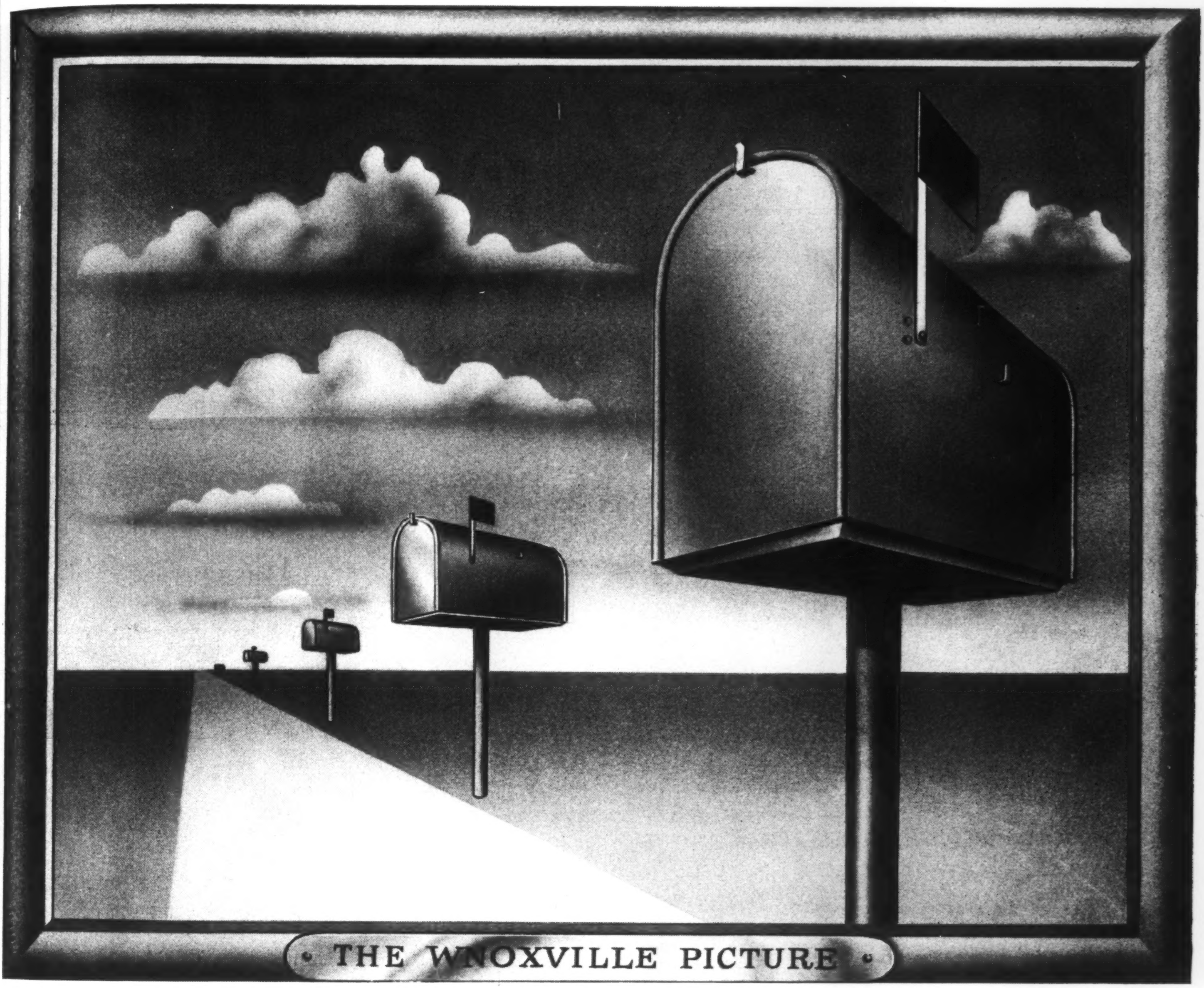
Rem-Rel on MBS

NETWORK radio is being used by Maryland Pharmaceutical Co., Baltimore, to supplement its annual fall and winter spot campaign for Rem and Rel cough medicine. *Words in the News*, designed to acquaint listeners with the correct pronunciation of words in the news, started on Mutual Oct. 4 in the Monday, Wednesday and Friday, 11:55-12 Noon period. Fred Utall, m.c. and announcer, conducts the program, which is to be heard on a hook-up of about 80 stations. Agency is Joseph Katz Co., Baltimore.

Commentators Tour

FOUR Mutual commentators have already started, or are planning combination lecture and Bond-raising tours. Upton Close, who has already left Hollywood for Chicago and Washington; Fulton Lewis jr., whose itinerary last week included lectures in New York, Elmira, Cleveland and Cincinnati; John B. Hughes, who will soon leave on a 22-day cross-country trip; Cedric Foster, scheduled for lectures in Washington, New Haven, Lynchburg, and other Virginia towns.

XUM



FLAG'S UP—that means mail in the box

. . . and in WNOXville*, that means more mail for WNOX . . . concrete proof of listener strength! From seven daytime announcements alone, WNOX received 7,308 pieces of mail from 24 states . . . a mail pull that forcefully shows power for dependable results.

**WNOXville . . . the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis . . . TWICE as big as Nashville . . . according to SALES MANAGEMENT's 1943 "Survey of Buying Power".*

CBS
REPRESENTED BY
The
BRANHAM
Co.

WNOX

10,000 WATTS *on* 990 KC.

KNOXVILLE • TENNESSEE

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE NEWS-SENTINEL

WCKY

The 50,000 WATT VOIC of

★ CBS WOR

★ ASSOCIA D

★ UNITED R

COLUMBIA P

XUM

of the RICH OHIO VALLEY

D NEWS
D PRESS
RESS

L. B. Wilson
CINCINNATI

PROGRAMS

XUM

Editorial

Freedom to Act

TO TALK about a crisis in radio is something like conversation about the weather. They're always with us.

Since last week, however, the radio situation has changed. Radio regulation has reached the critical point. The decision in the Blue Network case constitutes the first application of the Supreme Court opinion giving to the FCC "control over the composition of the traffic"—over radio programs.

In the last few weeks radio has been handed, without benefit of anesthesia, a line of Rube Goldberg rhythmic rhetoric about "freedom to listen". FCC Chairman James Lawrence Fly, in three separate speeches, expounded his spanking new philosophy (which incidentally has always been the touchstone of radio service, because the listener sets the program pace). In his last address in New York Oct. 7 he broadened the scope of his crusade by dragging in the issue over news analysts and their right to vent their own opinions.

Now to cap the climax, the FCC blasts forth with its decision approving the sale of the Blue Network Co., by RCA to Edward J. Noble's American Broadcasting System. The approval was "as advertised"; the FCC couldn't have done otherwise because the transaction was proper in every respect and the new owner possessed all the requisite qualifications. But woven into the decision, again as advertised, was the stern warning that stations and networks alike had better watch their steps on refusal to *sell* time for discussion of controversial issues.

In plainer words, it means that when CIO or a cooperative league want time, they had better be catered to. It doesn't matter what they want to sell—an ideology or memberships or whatnot. And if the station or network refuses by "rule of thumb", it may face a renewal hearing. The opinion wasn't as strongly worded as the majority would have liked. But it carries more than a veiled implication. It is designed to scuttle the NAB code.

Thus, the Supreme Court decision bears its first bitter regulatory fruit. In his Oct. 7 speech Mr. Fly handed out a virtual ultimatum that the industry sell time for controversial issues. The *New York Times* did a bright bit of reporting on that address. It brought out that the chairman deviated from his prepared speech by deleting a pungent phrase or word here and there. The words in brackets in the following passages were deleted: "Licensees must become aware that [starting right now] management should take stock of itself. Any dodges similar to those intricate clauses employed in a corporate indenture to enable a trustee to duck his responsibility must be weeded out [fast]."

All this is censorship by innuendo and intimidation. It is a studied effort to destroy radio's freedom; not broaden it. When we cut through the smoke-screen of high-sounding phrases it means simply that the effort to control radio is on; the press is next in line.

That's why radio's freedom must be restated and redeemed by Congress now. That's why an emergency exists. It's why the American Federation of Labor last week adopted a resolution condemning the FCC's regulatory excesses; why the National Editorial Assn. last week endorsed the White-Wheeler Bill.

Both sides of Congress at long last are intensely interested. So are the political parties. Let's brush aside the double-talk and the threat of reprisal. Short-range legislation is needed now; a fully-integrated new organic law can come later. Everybody is in favor of freedom to listen. Broadcasters must be free to act so the people can be free to hear.

Radio Gives a Party

LAST WEEK in Washington, organized radio pulled back the curtain on its first united effort to sell the medium, with its 100-minute film presentation developed by the NAB retail promotion committee.

The premier was before as critical and as mixed an audience as one could fathom—merchants, government officials, editors, advertising executives and broadcasters. From there it goes to more than 100 communities for individual showings to retailers, agencies and others interested in the medium. There may have been a fuzzy spot here or there; over-selling was happily avoided. It did a terrific job of selling radio as an art and medium.

Merchants interviewed following the presentation wondered perhaps why they weren't told how radio can sell their specific articles of merchandise. The answer will come when the individual stations call on their department store prospects with case histories and with prepared literature providing the why, where, when and how.

Whatever the emotions or reactions, the Washington premier disclosed that the industry can act in concert. In every phase of radio, now and *after* the war, team-work is needed. The retail promotion committee has blazed the trail. All credit to Fritz Morency, its hard-hitting chairman, and to the men in the broadcasting, agency and advertising fields who collaborated and followed through.

Well Done

A GOOD source of revenue returns to broadcasters with Office of Censorship removal of the ban against any mention of weather on the air. But more important is the fact that the broadcasting industry again has fulfilled a wartime obligation without worrying about the cost.

It is estimated the ban against weather reporting cost the industry some $2.000.000 a year. Dropping of the business wasn't hard to take, but adherence to the censorship ban against any mention of the weather was a difficult feat. Except for an occasional smart-aleck trick by a sunrise announcer who might play a recording of "Stormy Weather", the violations were unpremeditated and minor.

Thus twice in two weeks the industry draws official praise from the Office of Censorship for faithful execution of wartime policies. Last week Censorship commended foreign language stations for 100% adherence to script and air checking rules.

Under the Byron Price-Harold Ryan direction, war censorship for radio has been transformed into a relatively painless operation. Improperly handled it unquestionably would have been the bane of every broadcaster's existence.

Our Respects To —

GENE THOMAS DYER

AMONG the broadcasting gentry the question frequently arises asking who is the most successful independent radio station operator in America, and one of the first names mentioned as a top-notch candidate for the honor is Gene T. Dyer, tall, keen, affable and able manager of WAIT Chicago.

While Gene spends most of his time nowadays guiding the destinies of Chicago's WAIT, of which he and his immediate family are the principal owners, he also exerts a supervisory influence over the conduct of stations WGES and WSBC, also of Chicago, in which he owns substantial interests.

From his first endeavor on, Dyer has met success at every step. Beginning as a newspaper legman he became editor and then publisher of his own paper. Entering the advertising agency business as an account executive, he finally was proprietor of his own agency. Then, when broadcasting loomed promising to him, from the management of one station he built up to the operation of three sizeable enterprises.

Crete, Nebraska, calls Gene its own. He was born there 45 years ago, and while still in his 'teens headed for the University of Kansas. There, and later at Harvard, Dyer studied journalism. At Kansas Gene started a career of "firsts" by becoming editor of the university's daily newspaper at the record age of 18.

Gene was a reporter on the *Kansas City Star* when the first World War came along, and he laid the foundation for his later radio activity by enlisting in the "wireless" service of the Navy. In that branch he took part in the first practical demonstrations of the radio telephone as it was developed into war use.

"The present facilities are a far cry from the monotone change of the first radiophone conversations such as 'this is pup-two-oboe calling able-three-cat, can you hear me please? Can you hear me please? Answer please. Answer please,'" Gene will tell you.

Following the war Gene joined the staff of the *Daily Oklahoman*, Oklahoma City, first as Sunday editor, then as night managing editor. A year later he was publishing his own newspaper in Shreveport, La.

The commercial slant of newspaper publishing brought Gene into the advertising agency field in Chicago. At 22 he was the account executive in charge of national advertising for one of America's largest mail order companies. He directed the first experiment for this concern in the establishment of retail sales out-

(*Continued on page 54*)

COMPLIMENTS

OF A FRIEND*ly competitor*

Let Mutual
be among the first to wish
great success to
Mr. Noble and the Blue.
The Mutual Broadcasting System, Inc.

Personal NOTES

HARRY C. KOPF, NBC vice-president and general manager of the Central Division, has been named to the board of governors of the Chicago Opera Company.

JACK J. McMICHAEL, previously with "The Merry Macs", has joined KFRC San Francisco as an account executive.

GEORGE CHAMBERS, for the past year Eastern sales service representative of Mutual, has been named sales service manager of the network. Mr. Chambers previously was sales and advertising representative for six years with *Barron's National Business & Financial Weekly*.

W. R. CHRISTIAN has been appointed sales manager of WSAI Cincinnati. He has been on the WSAI sales staff since 1940, coming from WGST Atlanta.

MARION HALLETT has been appointed manager of CKTB St. Catherines, Ont.

MERRITT R. SCHOENFELD, sales manager for the BLUE central division, and E. C. Horstman, chief engineer for the central division, will attend the grand opening of the new studios of KMMJ Grand Island, Neb., Oct. 14, when that station becomes a BLUE affiliate.

TONEY KOELKER, publicity chief of the BLUE central division, has received a commission as a lieutenant (j.g.) in the Navy, and expects to report for training this month.

FRANK W. KAULL, formerly national advertising manager of the *Everett News*, Everett, Wash., is now account executive of KLO Ogden, Utah, Lynn L. Meyer has been promoted from national advertising manager to director of sales for KLO and the Intermountain Network.

EARL DOUGHERTY, formerly with KHMO Hannibal, Mo., has joined the sales staff of KSAL Salina, Kans.

DON FINLAYSON, member of the sales promotion department of WLS Chicago, is the father of a girl, born Sept. 30.

ROBERT WASDON, sales manager of WGKV Charleston, W. Va., has been inducted into the Army and is now stationed at Ft. Thomas, Ky.

JENNINGS PIERCE, manager of public service and station relations department for the Western Division of NBC, was guest at a luncheon given by department heads of KDYL Salt Lake City.

W. J. ABRAMS has joined the sales staff of KIRO Seattle.

DON FEDDERSON, manager of KYA San Francisco, has been elected president of the corporation which operates the station. Other officers elected were O. H. Blackman, founder of the O. H. Blackman Agency, vice-president, and John Karr, of the Karr Engineering Company, secretary-treasurer.

DAVE LUNDY, formerly of KROY Sacramento, has been appointed sales manager of KYA San Francisco.

LOU FROELICCH, sales manager of WING Dayton, has entered the Army.

KARL A. REMBE has joined the sales staff of WIND Gary.

New Army Network

NEWLY CREATED Army Command and Administrative Network, Army Service Forces, is being set up to effect coordination and conservation of critical materials, wire facilities and manpower, the War Department announced last week. Set up under supervision of Brig. Gen. Frank E. Stoner, Chief of the Army Communications Service of the Signal Corps, the plan includes eventual abandonment of the Army's radio network in the continental United States, the present traffic being diverted to the network, although radio circuits for overseas communications and certain systems requiring specialized traffic handling will be continued.

Philco's Recreations

STARTING off with Quentin Reynolds' story of the Salerno invasion, Philo Corp.'s new CBS program started last week Friday, Oct. 15 in the 7:15-7:30 p.m. period. Originally titled *Dateline*, and now called *Eyewitness—The News Story of the Week*, the program recreates news stories selected from reports filed by newspaper, radio and magazine correspondents from all over the world. Bob Trout narrates. Paul White, CBS director of news broadcasts, produces; William N. Robson, directs, and Margaret Miller prepares the dramatic scripts. Program replaces *Our Secret Weapon*, propaganda analysis series. Agency is Sayre M. Ramsdell Associates, New York.

Religious Series

DR. LOUIS T. TALBOT, Los Angeles (religious), expanding its current schedule, on Oct. 18 starts the thrice-weekly half-hour *Bible Institute of the Air*, on 34 Don Lee Pacific stations, Monday, Wednesday, Friday, 8-8:30 a.m. (PWT). Also on that date the religious group starts a five-weekly 24-minute program, *The Prophetic Hour*, on KMTR Hollywood. Both contracts are for 52 weeks. In addition, present schedule includes a similar five-weekly half-hour series on KPAS Pasadena. Smith & Bull Adv., Los Angeles, handles the account.

Fox in N. Y. Area

I. J. FOX, New York furrier, is using an average of from 45 to 7 transcribed announcements weekly in the New York area in its current schedule which started Sept. 26 and will probably extend to Ja uary, with four-week renewals. One-minute commercials run at v rying frequencies on WAAT WIN WGBB WMCA WLIB WSA WHOM WHN WNEW WO WPAT. Business is placed throug Lew Kashuk, New York.

Mrs. Gladys G. Klauber

MRS. GLADYS G. KLAUBE wife of Edward Klauber, former e ecutive vice-president and chai man of the executive committee CBS, died Oct. 9 in Doctors Ho pital, New York, after a long il ness. Active in social work, Mr Klauber was chairman of the cloth ing committee of Bundles for Bri ain. Besides her husband, she leav her parents and a sister.

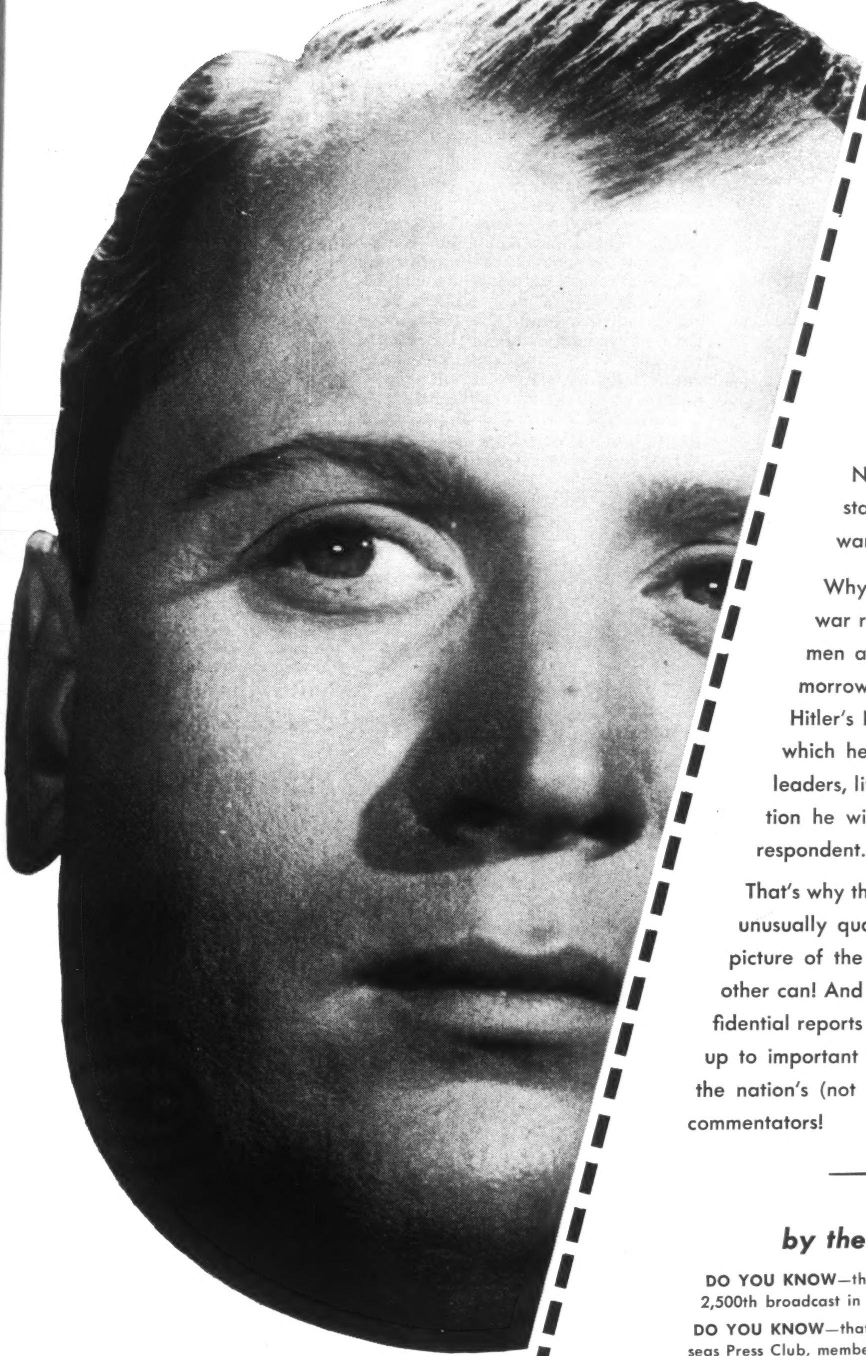
You'll have no "BEEF"

You'll have no "beef" about sales, distribution or consumer acceptance when you use WIBW to carry your message to farm and small town homes in Kansas and surrounding states.

To these 678,400 homes, WIBW is a living, breathing personality. It has a definite character . . . a well-earned reputation for sincere, helpful service as well as entertainment. We're mighty proud of the confidence placed in us by these loyal listeners . . . and intend to maintain this enviable relationship at all costs.

We're not telling you these facts to be boastful. Instead, we feel they will be of definite help to you in selecting the most productive medium in this wealthy, six-state area.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



STEEL!

Now, more than ever before, Johannes Steel's keen understanding of international affairs brings the confusion of global warfare into clear, sharp focus.

Why should this nationally famous commentator, columnist, war reporter suddenly assume a still greater role in analyzing men and events shaping our destiny? Because today and tomorrow our armies are closing in for their death grip on Hitler's Europe . . . on Steel's Europe . . . the same Europe in which he spent most of his life, associated with many of its leaders, lived among its people. The same Europe whose violation he witnessed and reported as a top flight foreign correspondent.

That's why this man, whose forecasts become fact, finds himself unusually qualified to bring his audience a personal, critical picture of the paths of war. He knows those roads as none other can! And this background, coupled with last-minute confidential reports from prominent diplomats and statesmen, add up to important reasons why Johannes Steel remains one of the nation's (not alone New York's) most distinguished news commentators!

---

by the way, time buyers . . .

DO YOU KNOW—that Johannes Steel recently completed his 2,500th broadcast in six years over WMCA?

DO YOU KNOW—that he is a governor of the famous Overseas Press Club, member of World Circumnavigators Club and American Academy of Political and Social Sciences?

DO YOU KNOW—that he just published the fifth edition of his best-selling book, "Men Behind the War"?

DO YOU KNOW—that he is now available across the board—7:30-7:45 seven nights weekly for the *first* time—and that one of your wide-awake clients hitting at the New York market should sign him up—but fast!

Representative: WEED & CO. • CHICAGO
DETROIT • HOLLYWOOD • BOSTON

wmca

NEW YORK

AMERICA'S LEADING INDEPENDENT STATION

BEHIND the MIKE

CAPT. MYRON J. BENNETT, who's M.J.B. show has been a regular feature of KWK St. Louis for several years, is now stationed with the Army Air Forces, Department of Communications, Sioux Falls, South Dakota.

ED CALDER, former studio manager of KSAN San Francisco, is now program director of KLX Oakland. Ruthelie McConnell has been named women's editor of KLX. She replaces Margaret Bruce Cleveland.

GEORGE V. DENNY, moderator of *America's Town Meeting of the Air* on BLUE, will be back at Town Hall Oct. 25, according to word received last week from England, where he has been on special assignment for the OWI.

RICHARD AKER has joined the announcing staff of WAOV Vincennes, Ind.

ANDY POTTER, formerly chief of programming and operations for the Pacific Bureau, OWI overseas branch, San Francisco, has joined KFI-KECA Los Angeles as writer-producer. He succeeds Jack Neuman who resigned to free lance.

BILL BIVENS, New York announcer on the NBC *Fred Waring Show*, has been shifted to Hollywood and is assigned to the CBS *Harry James Show*. He replaces Don Wilson who resigned to resume announcing duties on the weekly NBC *Jack Benny Show*.

BOB ANDERSEN, Hollywood announcer, has been assigned to the weekly CBS *Dr. Christian* series. He replaces Art Gilmore, now in the Navy.

ED COLMAN, announcer of KFI-KECA Los Angeles, has been inducted into the Army.

HELEN MORGAN, producer of KGO-Blue, San Francisco, has joined the production staff of KPO-NBC, San Francisco.

PAT O'BRIEN, formerly of KFFB Great Falls, Montana, has joined KYA San Francisco as announcer.

INTERVIEWING returned North African hero, Sgt. Seth Ely (r) and Mrs. Ely, of Ogden, Utah, is former announcer Lt. Paul Langford (l), assistant public relations officer at the Army Air Base, Salt Lake City, on a new weekly program heard over KDYL Salt Lake City. Titled *Mission for Tonight*, the series is produced and narrated by Lt. Langford and plays before an all soldier audience.

ROBERT VENABLES, formerly at WHN New York, WGN Chicago and KSD St. Louis, has joined the announcing staff of WJJD Chicago.

WARREN SAUNDERS, formerly of KIRO Seattle, has joined the announcing staff of WSRR Stamford, Conn.

ROBERT E. LEE CALLAN has joined the announcing staff of WBT Charlotte, N. C.

NORMAN PANAMA, Hollywood radio-film writer, is the father of a boy born Oct. 8.

DINA DIAMOS, formerly in charge of Spanish Hour on KTUC Tucson, has assumed similar duties for that feature on the Arizona network. She replaces William Lerma.

CORP. DON FORBES, for three years NBC *Richfield Reporter* and prior to that CBS Hollywood chief announcer, has received honorable medical discharge from the Army.

DON QUINN, writer on the weekly NBC *Fibber McGee & Molly Show*, currently is completing a similar assignment for the forthcoming RKO film scheduled to feature that radio comedy team.

DEAN STEWART, announcer of KQW San Francisco, has been inducted into the Army.

JACK MITCHELL, Chicago BLUE continuity writer, has moved to a cabin in Renfro Valley, Ky., where he plans to continue writing scripts between hunting expeditions during the winter.

JOHN CARNEY, who joined CBS two years ago as assistant to the director of program service, has been named a producer in the CBS program department.

PHIL VOGEL, formerly of WJLS Beckley, W. Va., has joined the staff of WGKV Charleston as traffic manager.

CHARLES DeKLYN, former announcer of WCAU Philadelphia, has been named the new night manager of WIP Philadelphia.

ROBERT HECKERT, lecturer and writer, has joined the news staff of WIBG Philadelphia.

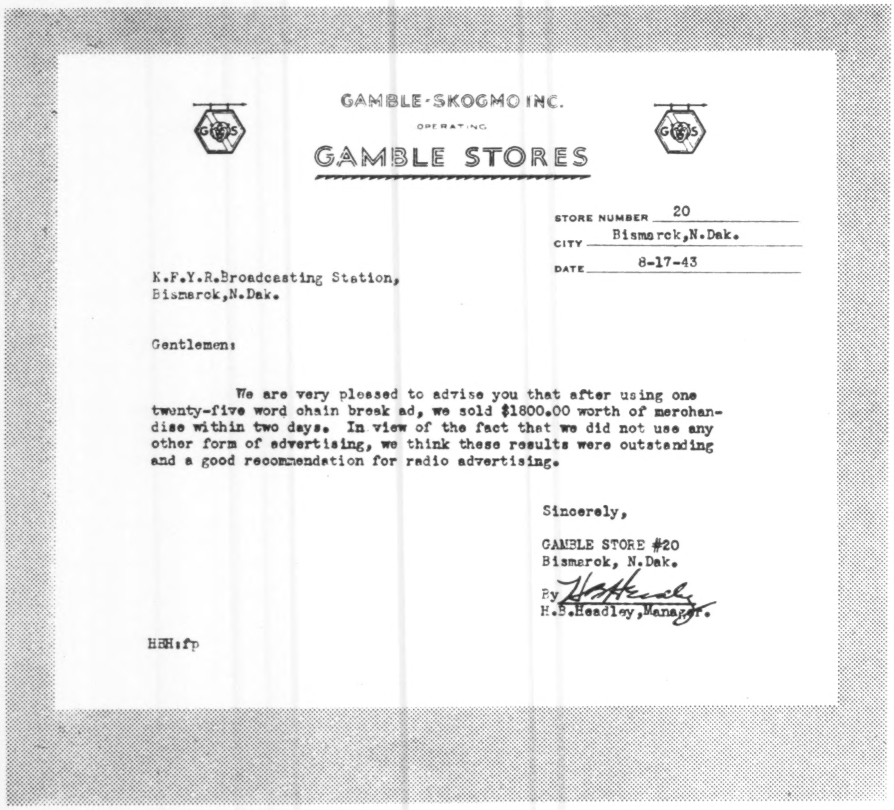
SIGNE SORENSON, formerly continuity writer of CJAC Edmonton, has joined CKWX Vancouver.

GWEN GAZE, formerly with stations at Hollywood and New York, has joined the staff of CKWX Vancouver.

CHUCK LOGAN, formerly director of special events and spot news for the Western division of CBS, and more recently with the overseas division of the OWI, has been appointed director of news and special events at KSO-KRNT Des Moines.

EDWARD TOMLINSON, BLUE advisor and analyst on Inter-American affairs, has returned from a visit to Latin America and now is on lecture tour.

RESULTS . . .



GAMBLE-SKOGMO INC.
OPERATING
GAMBLE STORES

STORE NUMBER 20
CITY Bismarck,N.Dak.
DATE 8-17-43

K.F.Y.R.Broadcasting Station,
Bismarck,N.Dak.

Gentlemen:

We are very pleased to advise you that after using one twenty-five word chain break ad, we sold $1800.00 worth of merchandise within two days. In view of the fact that we did not use any other form of advertising, we think these results were outstanding and a good recommendation for radio advertising.

Sincerely,

GAMBLE STORE #20
Bismarck, N.Dak.

By
H.B.Headley,Manager.

HBH:fp

. . . Speak for themselves!

And remember . . . that Bismarck's trade area is a comparatively small part of the terrific KFYR area. Ask any *John Blair* man for the full story.

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

The TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

affinity *to old Noah Webster*

meant . . . "a close agreement or relation; any natural drawing or inclination."

affinity *to Radio Time Buyers*

means . . . WGN's relation to Chicago and the Middle West.

WGN's close kinship to Chicago and the Middle West is one reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

GOOD ENGINEERING

The basic foundation of
Every Successful Station

- Directional Antennas
- Allocation Engineering
- Frequency Measurements

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineers

Everett L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wolfskill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY

FOR ACCURATE LISTING OF YOUR FIRM IN THE 1944 YEARBOOK, KINDLY FILL IN YOUR QUESTIONNAIRE TODAY AND MAIL PROMPTLY

TO

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

BILL PRANCE, farm director of WSB Atlanta, Ga., has been presented a plaque "for outstanding service" and encouragement in 4-H work by the Georgia 4-H Clubs.

LT. LOWELL MacMILLAN, former sports director of WHEC Rochester, N. Y., now on duty with the Army air forces in England, has been promoted to the rank of Captain.

ALAN GANS, of WCAO Baltimore, is engaged to Bette Allison, New York photographer's model.

JAMES ROYSEN, formerly of WJMC Rice Lake and WEAU Eau Claire, Wisc., has joined the announcing staff of WTCN Minneapolis.

BOB EVERSON, formerly of KFYO Lubbock, Tex., has joined the announcing staff of KLO Ogden, Utah. Production manager Mel Jass has joined the Army.

GAURON CARRIER, formerly of WNBH New Bedford and WCOP Boston, and Gary Gray have joined the announcing staff of WNLC New London, Conn.

ED LETSON, newscaster of KDYL Salt Lake City, has been awarded his commercial and instructor's pilot's license.

KAY MORTON has joined the staff of KXOK St. Louis.

CLYDE ADDY, formerly a singer on KFNF Shenandoah, Ia., has joined the announcing staff of KOIL Omaha.

BILL SIMMONS, formerly with WOLS Florence, S. C., has joined the announcing staff of WIS Columbia.

DON COGLEY, formerly of WKBZ Muskegon, Mich., Becky Averyt, and Elaine Sullivan have joined the announcing staff of WING Dayton.

LIN MASON, formerly of WKRC Cincinnati, has joined WING Dayton as production manager.

ALLAN FINN, former radio editor of *Newsweek Magazine*, is now a lieutenant in the Army, attached to the A.E.F. Censorship Corps in England.

VERN HANSEN, formerly with the Office of Strategic Services, has joined WTOP Washington as staff announcer, replacing Park Simmons who resigned to become radio news editor of OWI. Prior to entering Government service, Mr. Hansen had worked several months for WTOP, and from 1936 to 1942, he was with WGN Chicago.

CLETE ROBERTS, recently transferred from the BLUE's Pacific coast news staff to the New York news and special features division, has been named a special features reporter for the BLUE at Allied Force headquarters in the Southwest Pacific. A veteran of 14 years in radio news and special features, Mr. Roberts joined the network in February, 1942.

"My husband's in the hospital—WFDF Flint Michigan told me to give those iron steps to the salvage bureau."

Chadwick to WWNC

LEE CHADWICK has been appointed program director of WWNC Asheville, N. C., effective Oct. 18, according to Don S. Elias, part owner and general manager of the station. Mr. Chadwick was formerly publicity and sales promotion director of WTOP Washington, D.C. He has been active in the broadcasting industry for several years.

Mr. Chadwick

Before joining WTOP Mr. Chadwick was in charge of radio in the public relations office of the Army Quartermaster General. He was rejected by the Army recently, failing to pass the physical examination.

Heckert to WIBG

ROBERT HECKERT joins WIBG Philadelphia as news commentator, beginning Monday, Oct. 11, 8:30 p.m. He will be heard Monday through Friday. Mr. Heckert lived in Russia, England, France, Germany and Central and Eastern Europe from 1926-38, and he is well acquainted with the German anti-Nazi underground. Since 1938 he has been lecturing.

Langlow to KIRO

LEONARD S. LANGLOW has joined KIRO, "The Friendly Station", Seattle, as news editor. He is new to radio, having been editor of the *Tacoma Times* for 13 years. *Top of the News* is a daily series which he inaugurated, approaching news from the human interest standpoint. It is broadcast Monday through Friday at 3:30 p.m.

DOUG DURKIN has been appointed promotion director of CKWX Vancouver. He was formerly with WLOL Minneapolis, and the *Vancouver Daily Province*.

CHARLES E. HURLBURT, acting vice-president of the American Communications Assn. (CIO), will attend the New York state CIO convention in Buffalo Oct. 28 as the delegate from the broadcast division.

TRUMAN THOMPSON, announcer of KFRC San Francisco, and singer, has been signed for a series of appearances with the San Francisco Opera Co.

ISABEL MANNING HEWSON, heard on C. F. Mueller Co.'s *Morning Market Basket* on the BLUE, is author of a children's serial now heard on that network under the title *The Land of the Lost.*

? what radio station pulled more audience mail than 7 other 50-kilowatt stations *combined?*

SEE PAGE 31 ?

GLENN ADAMS, former announcer of WIS Columbia, S. C., has joined the announcing staff of WIBG Philadelphia, having been given a medical discharge from the Army.

EDNA WHITTINGTON, former continuity writer of WIP Philadelphia, has joined the staff of World Broadcasting System, New York transcription service.

GEORGE THOMAS, former announcer of WCAU Philadelphia, now serving in the Armed Forces, and Phyllis Whitehead, of the station's secretarial staff, will be married Nov. 13.

MARTY LANGWEILER has resigned from the promotion department of WFIL Philadelphia.

JOSE RODRIGUEZ, news editor and music consultant of KFI-KECA Los Angeles, has resigned to concentrate on film work.

DICK ALLEN has joined the announcing staff of KPPC Pasadena.

VIC McLEOD, writer on the weekly NBC *Kraft Music Hall*, is recovering from an appendicitis operation.

DWAYNE JOHNS and Bob Churcher, announcers of CKX Brandon, Man., have joined the Royal Canadian Air Force and the Royal Canadian Navy respectively. Gordon Garrison has joined the CKX announcing staff.

ALVIN PACK, of the production department of KDYL Salt Lake City, has been named production manager.

OWI Asks Funds

PRESIDENT ROOSEVELT has submitted to Congress a request for a supplement appropriation of $5,000,000 for OWI activities connected with "actual or projected military operations". A similar amount was provided in the National War Agencies Appropriations Act for this fiscal year. OWI officials stated additional funds are necessary to meet expenses growing out of the invasion of Italy and other territory in Europe. It was pointed out that repair of captured broadcasting stations and restoration of communications are activities carried on by OWI in waging psychological warfare.

Subs For Taylor

WILLIAM H. FINESHRIBER Jr., CBS director of shortwave programs, has been appointed special assistant to Douglas Coulter, CBS director of broadcasts, to serve temporarily in that post during the leave of absence of Davidson Taylor on a special wartime mission. Mr. Taylor is accompanying William S. Paley, president of CBS, overseas to assist in the radio work of the Army's Psychological Warfare Branch. Assuming Mr. Fineshriber's duties during the "limited period" he and Mr. Paley are abroad will be John W. Hundley, CBS assistant director of shortwave programs and traffic manager.

Francisco to Talk

DON FRANCISCO, assistant coordinator of the Office of Inter-American Affairs, discussing the progress and prospects of advertising in Latin America, will be among speakers at the Export Advertising session to be held Oct. 27 in conjunction with the National Foreign Trade Convention at the Hotel Pennsylvania, New York.

Bob Hope

Jack Benny

Information Please

Bob Burns

Kay Kyser

Eddie Cantor

Edgar Bergen & Charlie McCarthy

Ginny Simms

Abie's Irish Rose

Million Dollar Band

Amos 'n' Andy

Barn Dance

Bandwagon

They "Sell Themselves"

in KPO's Saturday Night PARADE OF STARS

Red Skelton

Bing Crosby

Fred Waring

Abbott & Costello

Fannie Brice & Frank Morgan

THE MARCH OF TIME

Fibber McGee & Molly

Great Gildersleeve

One Man's Family

GREATEST collection of big-time radio shows ever put together — the KPO Parade of Stars is big news to listeners.

So KPO has them "sell themselves". . . in a star-studded fifteen minutes every Saturday night. It's an old KPO axiom—get the best—then *herald* it.

No wonder KPO can promise you this year a bigger proportion of pre-sold listeners than ever.

With 50,000 watts carrying the Parade of Stars to homes throughout Northern California . . . from San Francisco's Radio City, radio hub of the entire central Pacific Coast market . . . with all the assets of NBC leadership . . . long-established KPO offers you almost unbelievable selling power.

Represented by NBC Spot Sales Offices
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

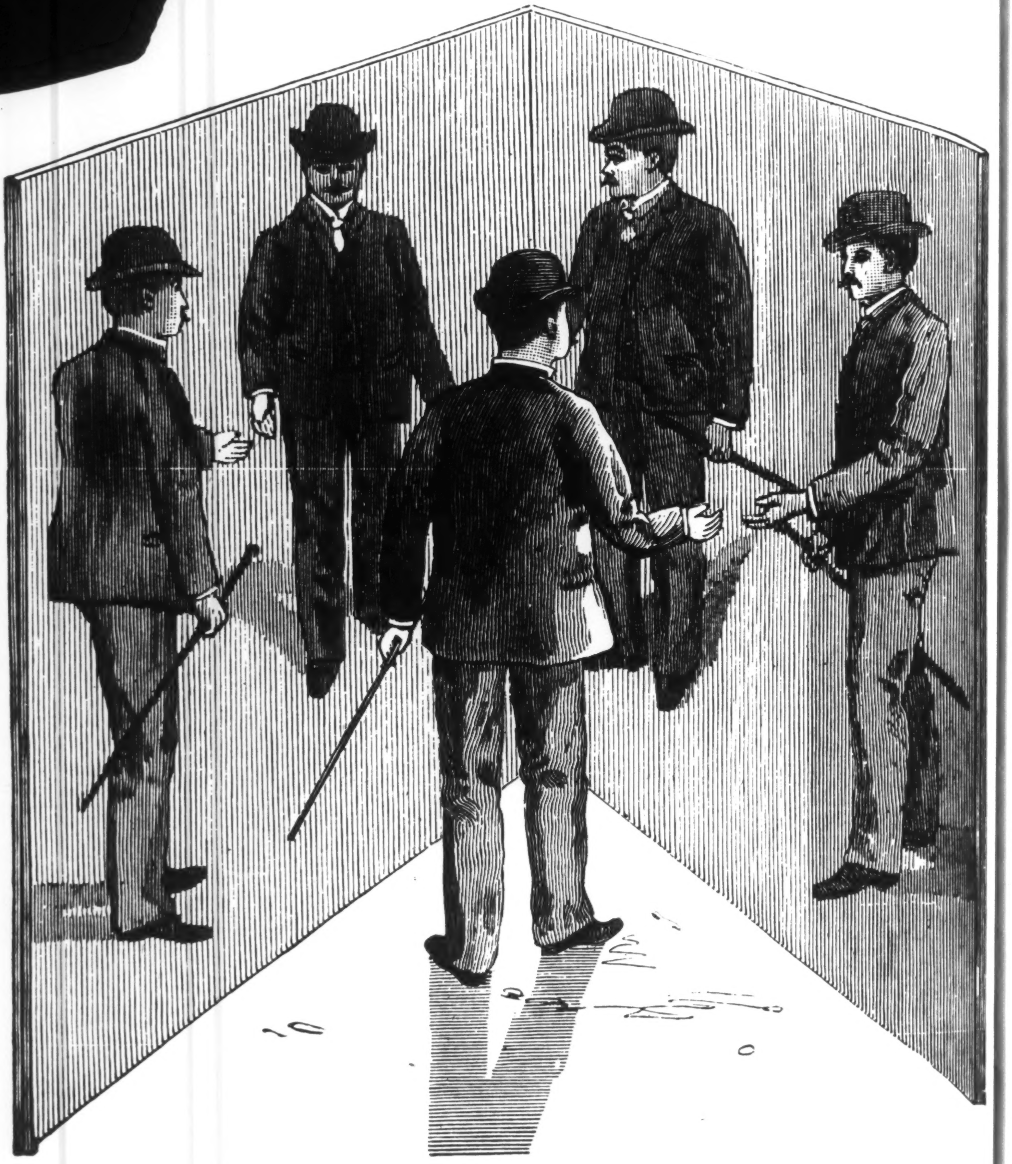
KPO THE **BIG** STATION OF NORTHERN CALIFORNIA

A Service of the Radio Corporation of America

NBC

THE STRANGE CASE OF MR. STERM

OR: *WHAT OU*



XUM

HA YOU *DON'T KNOW ABOUT NEW YORK* CAN *HURT YOU*

The gentleman about whom we are going to say a few words is named Sterm.

He's an all-around advertising man, but essentially a timebuyer, for a rather progressive firm.

We discovered quite early in the conversation, however, that he did not know a great deal about New York's importance as a market in 1943 — we mean, *many* things.

You'd think, to hear him talk, that the stores were just decorative and never sold any things.

"Why, Mr. Sterm," WOR said, "New York's retail sales alone are *32% greater than they were at this time last year, remind!*

"And," we added, "it might not be a bad idea to mention that during the same period, more local time is being bought on WOR by the people who make the goods these shops sell than the total time bought by them on the other major stations combined."

"The similarity," Sterm asked, "just wouldn't be coincidence?"

"Rather!" WOR answered. "We're glad you get the inference."

Then, assuming the role of an alert cashier,

We informed Mr. Sterm that New Yorkers now have *$1,000,000,000 more to spend than last year.*

All in all, Mr. Sterm assured us, the facts made him quite ravenous.

And it wouldn't be very long before there would be two or three accounts that he'd like to have with us.

our address is **WOR**

that power-full station
at 1440 Broadway, in New York

STRAIGHTER NOTE: In war or out of it, stable, increasingly prosperous New York is a *natural* radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is greater sales today, or post-war brand protection, should seriously consider the pleasantly quick way that power-full WOR can do *more* for *less* in New York. We can prove this statement with sponsor-approved, wartime success stories. Ask to see them.

XUM

WGR

5,000 WATTS

550 K.C.

Buffalo's Most Powerful Transmitter Plant

MUTUAL

BUFFALO BROADCASTING CORPORATION

National Representatives

FREE & PETERS, INC.

Radio Advertisers

METRO-GOLDWYN-MAYER, Hollywood (movies), on Oct. 4 started a new series of quarter-hour evening programs thrice weekly on WGN Chicago. Programs, titled *The Lion Roars*, feature patter, tunes and occasional interviews with MGM stars. Contract is for 13 weeks. Agency is Donahue & Coe, New York.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in a campaign to recruit new employes, is using a series of daily program participations and spot announcements on seven stations in the Southern California area. List includes KFSD KMPC KFVD KPAS KIEV KFWB KHJ. Agency is The Mayers Co., Los Angeles.

SEARS ROEBUCK & Co., Los Angeles, in a four-week employment recruiting campaign, is using an average of three transcribed announcements daily each on eight Southern California stations. List includes KFOX KFVD KFAC KHJ KFWB KMPC KIEV KECA. Agency is The Mayers Co., Los Angeles.

ALLEN M. SHULZ, former assistant controller of General Foods Corp., New York, has been appointed controller of the frosted foods unit of the company, succeeding the late Roy M. Davis.

PEP BOYS' all-night *Dawn Patrol* on WIP Philadelphia in passing its 8,760th hour on the air and is believed to be radio's longest non-stop commercial program. The all-night recorded program has been carried on WIP for the past five years, broadcasting continuously from 1 to 6:45 a.m. If the program were broadcast one hour a week instead of the 34½ hours now used it would take over 160 years to accumulate this record of consecutive commercial broadcasting hours.

PVT. ALLEN PROMOTED War Bonds on Bond Day at WSPA Spartanburg, S. C., and took the station over the quota for the Third War Loan Drive. Pvt. Allen is former announcer Mel Allen of the *CBS World News* and sports department, now stationed at Camp Croft, S. C. At right is sports editor of WSPA, Grover Golightly, who turned over the station's regular sports program to Allen for the campaign.

THREE SISTERS, New York (women's apparel), started Oct. 10 sponsorship of a half-hour musical program, *Sunday Matinee*, on WGN Chicago for 52 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

WYLER & Co., Chicago (dehydrated foods, bullion cubes), in September and October began sponsorship of a half-hour musical program twice weekly on WMAQ Chicago, and a quarter-hour news program, Sundays, on WBBM Chicago. Contracts are for 13 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

ATLANTIC MACARONI Co., New York, has signed a two-week contract effective Oct. 13 for participations on *Bessie Beatty's Program* on WOR New York and has renewed participations on Nancy Booth Craig series on WJZ New York for Caruso brand food products. Business placed through Prudential Adv., New York. Plans for additional radio are being formulated.

AMERICAN DIETAIDS Co., New York, has contracted with WOR New York for participations on the *Bessie Beatty Program* for 52 weeks, starting Nov. 22. Product is Souplets. Small & Seiffer, New York, handles the account.

HOUSE OF BRISTOL, Milwaukee, has appointed Hal A. Salzmann Associates, New York, as agency for Bristol Red Water Wax. Use of radio is contemplated.

A. P. STOVER, formerly assistant general manager of the manufacturing department of Ethyl Corp., New York, has been named director of employ relations.

PRETT Specialty Co., Buffalo, has named Ellis Advertising Co., Buffalo, as agency for Pret, a liquid protection for the hands.

NEW HOOPER PROOF OF KXYZ's Progress

Always a great radio buy in Houston, KXYZ now offers even greater value. According to the July-August Hooper Station Listening Index, KXYZ possesses 43.4% of the morning (8:00 to 12:00) Houston audience against 35.8% for station B and 19.8% for station C. From 12:00 to 6:00 P.M., KXYZ has 25.3% of the audience against 25.1% for station B and 49.0% for station C. Then, from 6:00 to 10:00 P. M., the new Hooper gives KXYZ 28.6% of all listeners while station B has 30.4% and station C has 40.0%. Ask your Branham man for information on KXYZ's choice, low-cost availabilities today.

KXYZ

HOUSTON, TEXAS

Now 5000 Watts

1320 KC BLUE, MUTUAL

represented by The Branham Company

•BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

THERE'S NOT ANOTHE LIKE IT!

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKE

The Travelers Broadcasting Serv

Corporation

Member of NBC and New Englan

Regional Network

Represented by: WEED & COMPAN

New York, Boston, Chicago, Detroit, S

Francisco and Hollywood

YELLOW CAB Co., Philadelphia, has renewed the sponsorship of the nightly *Old Night Owl* programs of Powers Gouraud, from 11:30 to 11:40 p.m., for another 52 weeks. Program features gossip and interviews. Placed thru E. L. Brown Agency, Philadelphia.

DELANEY SALES Corp., Los Angeles (Spark - O - Lite food supplement), in a test campaign currently is sponsoring the twice-weekly quarter-hour program, *Thoughts in Poetry with Don De Laney*, on KPAS Pasadena. Agency is Warren P. Fehlman Adv. Co., Los Angeles.

H. E. SAWYER CABINET Co., Los Angeles (kitchen cabinets), new to radio and placing direct in a 13-week Christmas campaign ending Dec. 31 is sponsoring weekly participation in the philosophical program, *Burritt Wheeler*, on KFI Los Angeles.

WESTERN STOVE Co., Culver City, Cal. (institutional), on Oct. 18 renews for 26 weeks and increases sponsorship of the quarter-hour *Mystery Chef* from three to five times weekly on KGO San Francisco. Firm also sponsors that program five times per week on KECA Los Angeles and uses nightly announcements on KHJ Hollywood. Agency is Mays & Bennett Adv., Los Angeles.

AIRPORT GROUND SCHOOLS, Los Angeles (instruction), on Oct. 5 started sponsoring a daily 15-minute recorded musical program on KFAC. Contract is for 52 weeks. Firm also sponsors a similar type of daily program on KIEV Glendale. Agency is West-Marquis Inc., Los Angeles.

ART FROST, Glendale, Cal. (De Soto and Plymouth distributor), out of radio for approximately one year, has started sponsoring the thrice-weekly quarter-hour program, *Remember with Floretta*, on KHJ Hollywood. Contract for 52 weeks started in September. Lockwood-Shackelford Adv., Los Angeles, has the account.

WALTER G. MACHINE Co., Jersey City, N. J., has named Roy S. Durstine Inc., New York, as agency. Plans for radio are said to be included.

COMMERCIAL ALCOHOLS Ltd., Montreal (anti-freeze) is starting a spot announcement campaign shortly on a number of Ontario stations. Account is placed direct.

DR. J. O. LAMBERT Ltd., Montreal (medicinal) has started weekly transcribed program *Memoirs of Dr. J. O. Lambert* on 20 Canadian stations. Account was placed by J. E. Huot Ltd., Montreal.

SWIFT & Co., Chicago (meats), on Nov. 2 renews sponsorship of the *Breakfast Club*, variety program heard on the full BLUE network from 9:30-9:45 a.m., Tuesdays thru Saturdays. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

GIMBEL BROTHERS, Philadelphia department store, has scheduled two new program series on WIP Philadelphia in the interest of two different departments. In behalf of its Young Budget Shop for junior misses, a *Songs for Heroes* program was started Oct. 10 and is scheduled for Tuesdays, Fridays and Sundays, 10:15 to 10:30 p.m. Starting Oct. 19, and continuing Mondays through Saturdays, 1:45 to 2:15 p.m., the store will sponsor the transcribed *Radio Sewing Class* series for its Fabric Centre. Both programs placed direct for an indefinite period.

CUBBISON CRACKER Co., Los Angeles, as part of its Northern California campaign to promote Soya Toast, on Oct. 11 started using spot announcements thrice weekly on KPO San Francisco. Contract is for 13 weeks. Elwood J. Robinson Adv., Los Angeles, handles the account.

CANADA STARCH Co. Ltd., Montreal (corn syrup and corn starch) has started weekly *Story Club*, dramatized condensations of classic fiction, on CFCF Montreal. Account was placed by Vickers & Benson, Montreal.

THOMAS SUPPLY & Equipment Co. Ltd., Ottawa (cosmetic products), has appointed Stanfield & Blaikie Ltd., Montreal. Advertising plans are now being formulated.

THE ASSOCIATION OF CANADIAN ADVERTISERS will hold its annual meeting at Toronto, Oct. 28 and 29. Topics to be discussed are postwar planning, research, sales management, public relations, employee morale and joint labor management activities.

MANTLE LAMP Co., Toronto (Aladdin lamps) has started *Smiling Ed McConnell*, transcribed program on a number of Canadian stations. Agency: Fellers & Presba, Chicago.

South of the Border

There's romance and beauty in Mexico . . . also business! We offer the American advertiser a modern network of 70 stations, the key to the door that opens a market to 20,000,000 good neighbor customers . . . South of the Border!

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1324 · MEXICO, D. F.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There *is* such a town —it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville — which is highly worth the concentration because it *does more business* than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

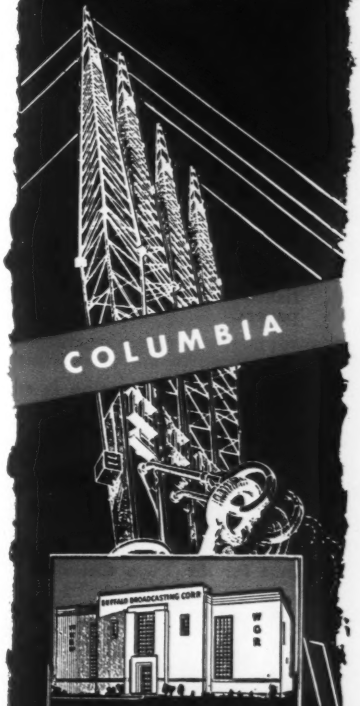
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WKBW

50,000 WATTS

1520 K. C.

Buffalo's Most Powerful Transmitter Plant



BUFFALO BROADCASTING CORPORATION

National Representatives

FREE & PETERS, INC.

NOW WE'RE GONNA KEEP 'IM DOWN ON THE FARM!
KST Pete

Long-timers on KSTP—that's most of our advertisers—will tell you what a resultful selling job KSTP does in the rich Twin Cities market. Now we're going to give you even more. Farmers are worth cultivating these days—especially Minnesota farmers, whose 1943 income is up 1/3 over last year's record-breaking figure! KSTP has the kind of programs Minnesota farmers want, and has the power to bring them in clearly. What's more, KSTP carries on steady, large-scale promotion to build a *still larger* farm audience.

Here's what we're doing:

1. Big ads in The Farmer (Minnesota farm circulation 147,000).
2. Full-page ads in Land-O'-Lakes News, reaching 65,000 Minnesota farmers.
3. Audience-building ads in 344 rural newspapers. 1,600,000 readers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
5. "On the Minnesota Farm Front," (column by Harry Aspleaf, KSTP's Farm Service Director) carried weekly by 74 country papers.
6. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country papers.

This aggressive promotion is an *extra* value you get—a PLUS—when you choose KSTP to sell the Minnesota market.

50,000 WATTS . . .
clear channel exclusive NBC affiliate for the Twin Cities

KSTP
MINNEAPOLIS . . . ST. PAUL

Represented nationally by
Edward Petry & Co.

LINCOLN SPECIALTY SALES Co., Chicago (service flag pins), on Oct. 4 started sponsoring a five-weekly quarter-hour live program of Western music titled *Rancho 11-10* on KPAS Pasadena. Contract is for 13-weeks through Rocklin Irving & Associates, Chicago.

WIEBOLDT'S DEPARTMENT STORE, Chicago, on Nov. 25 starts sponsoring the five-weekly quarter-hour transcribed Christmas feature, *Cinnamon Bear*, on WENR. Agency is Needham, Louis & Brorby, Chicago.

MAY Co., Los Angeles (department store), on a 13-week contract which started in late September, is sponsoring a five-weekly quarterhour program titled *Meet the Ladies* on KECA. Firm also sponsors the thrice-weekly quarter-hour children's adventure series, *Captain Jack*, on KECA and in addition a five times per week 45-minute recorded program, *Maytime*, on KFWB. Milton Weinberg Adv. Co., Los Angeles, has the account.

CONSOLIDATED TEA Co., Brooklyn, has named Peck Adv., New York, for Swee Touch Nee tea. Radio will probably be used.

WILLIAMSON CANDY CO., Chicago (Oh Henry), on Nov. 9 renews sponsorship of *Famous Jury Trials*, Tuesdays, 9-9:30 p.m. and adds 12 stations to its present number of 62 on the BLUE. Expansion to 102 stations is expected before 52 week contract expires. Agency is Aubrey, Moore & Wallace, Chicago.

BARRON-GRAY PACKING Co., San Jose, Cal. (Here's Health vegetable juice cocktail), on Nov. 1 will start a varied schedule of 6 participations weekly in the combined *Housewives Protective League* and *Sunrise Salute* on KNX Hollywood. Contract is for 26 weeks. Long Adv. Service, San Jose, Cal., handles the account.

Two Buy 'Chef'

THE BLUE's local cooperative program, *The Mystery Chef*, has acquired two additional sponsors: Ward Baking Co., on WJZ New York, starting Oct. 25 through J. Walter Thompson Co., New York; and Wheatley Mayonnaise Co., on WINN Louisville, through M. R. Kopmeyer Co., Louisville.

CHRIS HANSEN LABORATORY, Toronto (Junket powders) has started spot announcement campaign on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

QUAKER OATS Co. of Canada Ltd., Peterborough, Ont. (Quix wheat flakes) has started *The Lone Ranger* thrice weekly on CFRB Toronto. Agency is Spitzer & Mills Ltd., Toronto.

T. B. COTTON, formerly advertising manager of O'Cedar Corp., Chicago, and A. J. Rieder, formerly advertising manager of Fried & Reineman Packing Co., Pittsburgh, have joined the advertising and sales promotion department of Wilson & Co., packers, Chicago.

PUGET SOUND Power & Light Co. assumes sponsorship, for one year beginning Oct. 11, of Bill Moshier's *Farm Forum* heard daily over KJR Seattle.

ADAM HATS (CANADA) Ltd., Toronto, has started *That's A Good One* weekly on CBY Toronto and CFCF Montreal. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

ESQUIRE PUB. Co., Chicago, plans to use one minute spot announcements for Coronet magazine in 17 new markets in the U. S. and Canada. Agency is Schwimmer & Scott, Chicago.

TIME AND TIDE and Vick Chemical Co. waited for this long delayed signature of Carey Longmire, NBC newscaster. He and announcer Rad Hall (on chair arm) have been sponsored by Vick's Vaporub and Vatronol thr:ce-weekly since Sept. 13, but contract had to wait until Longmire returned from London. Meanwhile Robert McCormick pinch-hit for him from Washington. Richard Nichols, radio director of Morse International, agency in charge, checks on the newscaster's John Hancock.

Sponsors Grid Games

ASSOCIATED OIL has signed contracts for Pacific Coast football broadcasts this season. Approximately 45 games will be aired. Regular networks have been augmented by special networks to provide service for military personnel in Arizona and Hawaii. The football program is being merchandized through newspaper and magazine advertising, station displays, distribution of printed schedules and car cards.

Comics Available

QUALITY COMIC GROUP, New York, will make its strip characters available for both radio and motion pictures. Everett M. Arnold, head of the company, has set up a radio and motion picture department with Enid Hager, former publicity director of WPEN Philadelphia, in charge.

Majestic Sales Director

PARKER H. ERICKSON, formerly associated with Bendix Home Appliances Corp., South Bend, Ind., has been appointed director of sales in charge of advertising for Majestic Radio & Television Corp., Chicago.

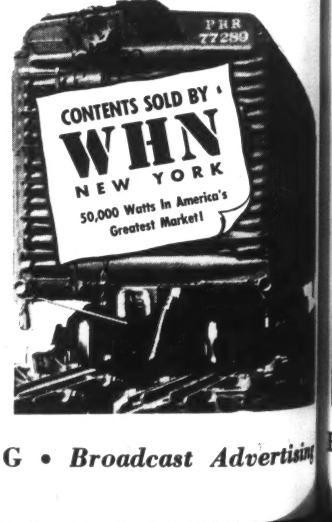
Ace in the hole

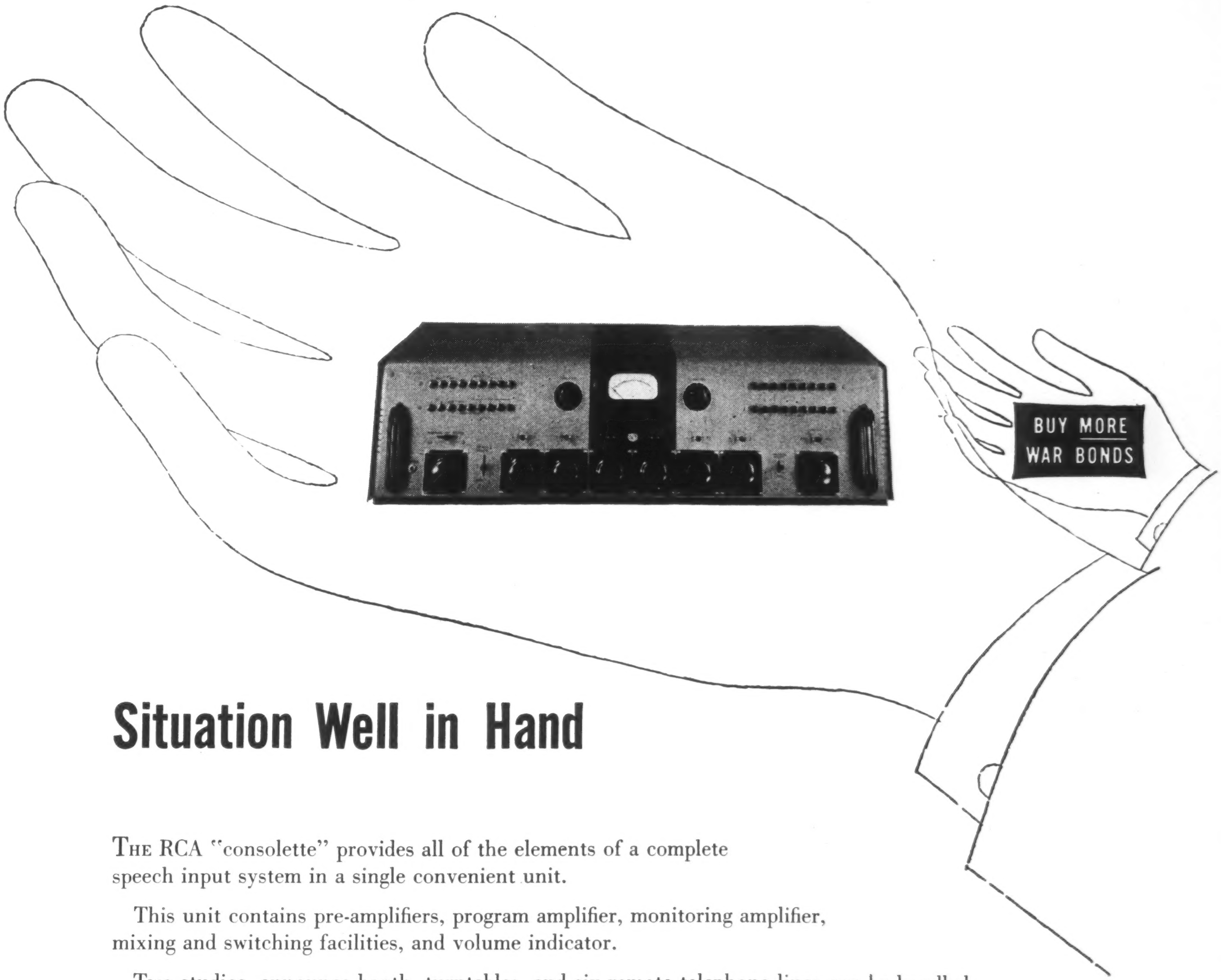
With nothing on the board, it's the man with a hidden winner that takes the chips. And if he really knows the game, he'll play that card to the limit.

Every wise business man *has* an ace in the hole—the carefully built up confidence of his customers that will bring them back to him when merchandise is released after the war. The establishing of this future market is one of the most vital phases of your job today. And right in there with real service is CFRB to help you in Canada.

CFRB reaches the largest share of Canada's richest market. It carries half the leading sponsored programmes in a key area, fed by three stations. A worthy ally in the campaign of keeping your name remembered.

CFRB
TORONTO


PRR
77289
CONTENTS SOLD BY
WHN
NEW YORK
50,000 Watts In America's Greatest Market!



Situation Well in Hand

The RCA "consolette" provides all of the elements of a complete speech input system in a single convenient unit.

This unit contains pre-amplifiers, program amplifier, monitoring amplifier, mixing and switching facilities, and volume indicator.

Two studios, announce booth, turntables, and six remote telephone lines can be handled. Auditions can be conducted at the same time that programs are "on-the-air."

The RCA Consolette often fills the entire audio equipment needs of small- and medium-sized stations. RCA equipment for larger stations usually consists of rack-mounted speech input units and custom-built control consoles. There is an RCA speech input system for every station, large or small.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Macfadden Publications, New York (*True Story*), 6 *sa* weekly, thru Raymond Spector Co., N. Y.

The Casite Corp., Hastings, Mich. (Casite), 3 *ta* weekly, thru Keeling & Co., Indianapolis.

Gospel Broadcasting Assn., Los Angeles (religious), *t* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.

The Pinex Co., Ft. Wayne (cough syrup), 8 *sa*, weekly, thru Russel M. Seeds Co., Chicago.

The Pinex Co., Ft. Wayne (cough syrup), *sp* weekly, thru Russel M. Seeds Co., Chicago.

Rit Products Corp., Chicago (dyes), 6 *ta* weekly, 13 weeks, thru Earle Ludgin & Co., Chicago.

Children's Bible Hour, Grand Rapids (institutional), 1 *sp* weekly, 52 weeks, thru Wolverine Network, Grand Rapids.

Miles Labs, Elkhart, Ind. (Alka Seltzer), 1 *sp* weekly, 52 weeks, thru Wade Adv. Agency, Chicago.

American Dairy Assn., Chicago (institutional), *sp* weekly, thru Campbell-Mithun, Minneapolis.

WJZ New York

Colgate - Palmolive - Peet Co., Jersey City (Palmolive shave cream), 5 *ta* weekly, thru Ted Bates Inc., N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 5 *sa* weekly, thru Joseph Katz Co., N. Y.

Beaumont Co., St. Louis (4-Way Cold Tablets), 5 *sa* weekly, thru Donahue & Coe, N. Y.

McIlhenny Co., Avery Island, La., (Tabasco Red Liquid Pepper Sauce), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

CKTB St. Catherines, Ont.

McColl-Frontenac Oil Co., Montreal (gasoline), *sp* weekly, thru Ronald Adv. Agency, Montreal.

Dr. A. W. Chase Medicine Co., Oakville, Ont. (nerve tonic), 2 *sa* daily, thru Ardiel Adv. Agency, Oakville.

Mother Parker Tea Co., Toronto (tea), 3 *sa* weekly, thru A. J. Denne & Co., Toronto.

KYW Philadelphia

Studebaker, South Bend, Ind., 5 *ne* weekly, for 13 weeks thru Roche, Williams & Cunnyngham, Chicago.

William S. Scull & Co., Camden, N.J. (Boscul Coffee), 1 *ne* weekly, for 52 weeks thru Compton Adv., N.Y.

Beechnut Co., New York, 2 *sa* weekly, for 13 weeks thru Newell-Emmett, N.Y.

Paramount Pictures, Inc., New York (movies), 2 *ta* weekly, for indefinite period thru Buchanan Adv., N.Y.

Beneficial Saving Fund Society, Philadelphia, 4 *sa* weekly, for 13 weeks thru Richard A. Foley, Philadelphia.

Quaker Oats Co., Chicago (Mother Oats), 6 *t* weekly, for 5 weeks thru Ruthrauff & Ryan, N.Y.

Graham Co. New York (Red Bow Dried Vegetables), 2 *sa* weekly, for 52 weeks thru Emil Mogul, N.Y.

Barr's Jewelers, Inc., Philadelphia, 3 *sa* weekly, for 13 weeks thru Edward Prager, Baltimore, Md.

Groves Laboratories, St. Louis (Vitamin B Complex), 6 *sa* weekly, for 22 weeks thru Donahue & Coe, N.Y.

Mentholatum Co., Wilmington, Del., 3 *sa* weekly, for 52 weeks thru J. Walter Thompson, N.Y.

National Biscuit Co., New York (crackers), 18 *ta* weekly, for 13 weeks thru McCann-Erickson, N.Y.

Colgate-Palmolive-Peet Co., N. J. (Super Suds), 1 *ta* weekly, for 13 weeks thru William Esty, N.Y.

Carter's Products, New York, 7 *ta* weekly, for 52 weeks thru Ted Bates, N.Y.

Pillsbury Flour Mills Co., Minneapolis, 5 *ta* weekly, for 13 weeks thru McCann-Erickson, N.Y.

Atlantic Syrup Refining Co., Philadelphia (Quaker Maid Syrup), 3 *sa* weekly, for 13 weeks thru May Adv., Philadelphia.

Bell Telephone Co. of Pennsylvania, Philadelphia, 10 *sa* weekly, for 13 weeks thru Gray & Rogers, Philadelphia.

Johnson & Johnson, New Brunswick, N.J. (baby powder). 3 *ta* weekly, for 13 weeks thru Young & Rubicam, N. Y.

The Arrow Store, Philadelphia (clothes), 1 *ta* weekly, for 13 weeks thru Harry Feigenbaum, Philadelphia.

Retail Coal Merchants Assoc. of Philadelphia, Philadelphia, 3 *sa* weekly, for 3 weeks thru Larry I. Everling, Philadelphia.

Rockwood & Co., Brooklyn, N.Y. (chocolate bits), 3 *sa* weekly, for 13 weeks thru Federal Adv., N.Y.

Grove Laboratories, Inc., St. Louis (cold tablets), 6 *ne* weekly, for 10 weeks thru Donahue & Coe, N.Y.

Lyons Finance Service Co., Philadelphia (personal loans), 5 *sa* weekly, for 26 weeks thru J. M. Korn, Philadelphia.

Keystone Automobile Club Casualty Co., Philadelphia (auto insurance), 1 *sp* weekly, for 13 weeks thru Gray & Rogers, Philadelphia.

WHN New York

Old Dutch Mills, New York (Old Dutch Coffee) *sa*, 52 wks, thru Peck Adv., N. Y.

Adler Shoes For Men, New York, 71-72 *ta* per wk, 52 wks, thru Consolidated Adv., N. Y.

Murphy & Holzer, New York (used cars) *sa*, 13 wks, thru J. R. Kupsick Adv., N. Y.

Wesley Radio League, Detroit, weekly *sp*, thru Stanley G. Boynton, Detroit.

B. C. Remedy Co., Durham, N. C. (headache powder), *ta*, 13 wks, thru Chas. W. Hoyt Co., N. Y.

American School, Chicago (home courses), 2 *ne* per wk, 2 wks, thru Equity Adv., N. Y.

KHJ Hollywood

Western Stove Co., Culver City (aircraft equipment), 5 *ta* weekly, 26 wks, thru Mays & Bennett, Los Angeles.

42 Products Inc., Los Angeles (hair oil, shampoo), 6 *ta* weekly, 13 wks, thru Hillman-Shane-Breyer, Los Angeles.

Gordon Bread Co., Los Angeles (bread), 10 *sp*, 4 wks, thru The Mayers Co., Los Angeles.

Longines-Wittnauer Co., New York (time pieces), 28 *sa* weekly, 52 wks, thru Arthur Rosenberg Co., N. Y.

KPO San Francisco

Swift & Co., Chicago (margarine), 5 *sa* weekly, 35 weeks, thru J. Walter Thompson, Chicago.

Mannings, Inc., San Francisco (coffee), 1 *sa* weekly, 9 weeks, thru Gerth-Pacific Adv. Agency, San Francisco.

Link Aviation Devices, Binghamton, N. Y. (aviation devices), 1 *sp* weekly, 10 weeks, thru Craven & Hedrick, N. Y.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), 14 *ta* weekly, 52 weeks, thru Atherton-Currier, N. Y.

WMAQ Chicago

Omar, Inc., Omaha (Ranch House pancake flour), 3 *sp* per wk, 26 wks, thru MacFarland, Aveyard & Co., Chicago.

Seeck & Kade Pertussin Co., New York (cough syrup) 3 *t* per wk, 26 wks, thru Erwin Wasey Co., Chicago.

Campbell Cereal Co., Minneapolis (Malto-O-Meal), 5 *sa* per wk, 26 wks, thru H. W. Kastor & Sons, Chicago.

Esquire, Inc., Chicago (Coronet), 11 *ta*, thru Schwimmer & Scott, Chicago.

WOV New York

Bond Clothes, New York (men's & women's haberdashers), 6 *sp* weekly, 52 weeks thru Neff-Rogow Inc., N.Y.

Capacitor Committee

FORMATION of an industry advisory committee representing manufacturers of mica capacitors has been announced by the War Production Board. Committee is interested in possibilities for substitution of dielectric materials other than mica in capacitors for military radio equipment. Personnel of the Mica Capacitor Conservation Industry Advisory Committee is as follows: Government presiding officer: E. R. Crane; committee members: G. M. Ehlers, Centralab, Inc., Milwaukee; Jack Davis, Galvin Mfg. Co., Chicago; T. M. Gordon, Radio Receptor Co., New York; M. R. Johnson, General Electric Co., Bridgeport; Bryon Minnium, Erie Resistor Co., Erie, Pa.; Dorman D. Israel, Emerson Radio & Phonograph Corp., New York; Herbert L. Spencer, Bendix Radio Corp., Baltimore; F. E. Hanson, Western Electric Co., Kearny, N. J.

No Manpower Dearth?

DECLARING that "there is no shortage of manpower in the radio broadcasting business," Frank McGrann, radio specialist of the Position Securing Bureau, New York employment bureau, backed up his point last week by mailing to several hundred radio executives in advertising agencies and radio stations a "Fall List of Available Pedigreed Radio Manpower". The list includes 470 experienced men—available as writers, producers, junior directors, station program managers, announcers, newscasters, commentators, publicists, technicians, time salesmen, musicians and research men.

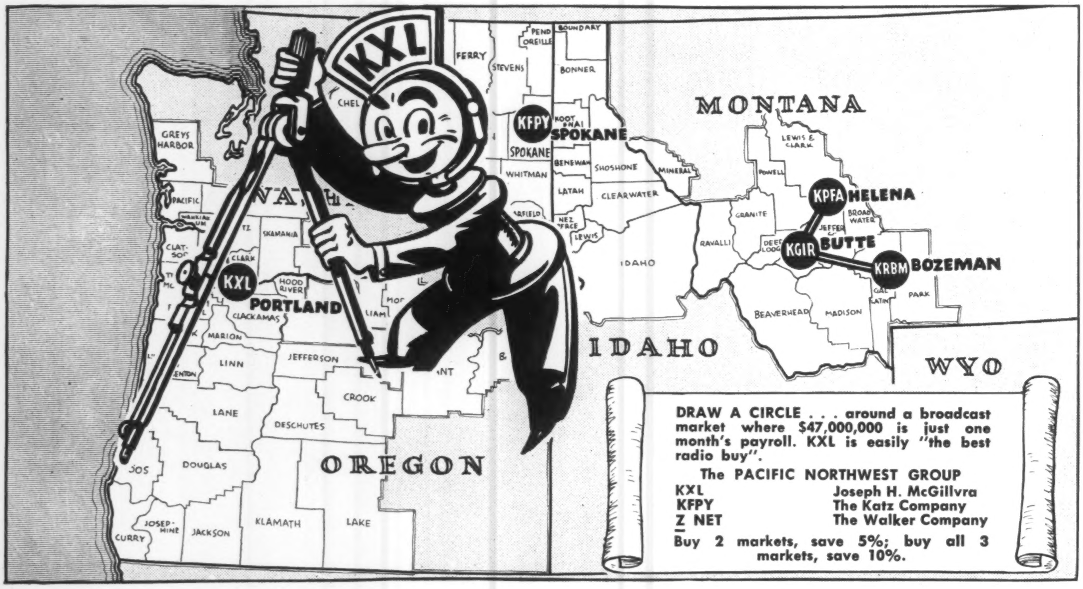
Snuff Schedule

GEORGE W. HELME Co., New York (snuff), has expanded its spot radio schedule in the North Central area surrounding St. Paul. Adding to a live musical program on KSTP St. Paul, the firm has extended local sponsorship of the BLUE commentary program *Baukhage Talking* from WDAY Fargo, to five additional stations: WLOL Minneapolis, KYSM Mankato, KROC Rochester, KFAM St. Cloud, all in Minnesota; and to WEAU Eau Claire, Wis. The new schedule, which started the week of Oct. 4, runs Monday through Friday, 1-1:15 p.m. Agency is Frank Best & Co., New York.

Candy Continuance

COUNCIL ON CANDY as Food in the War Effort, Chicago (public service), on Nov. 14 renews *Washington Reports on Rationing*, quarter-hour program featuring Ernest K. Lindley, newspaperman, as host-commentator interviewing governmental and military authorities on rationing problems. Originating at WRC Washington, 3-3:15 p.m. Sundays, the renewal for 13 weeks will be heard on 48 NBC stations. Agency is BBDO New York.

HALLICRAFTERS Co., Chicago, manufacturer of shortwave radio equipment for the armed forces, has been awarded a second white star for its Army-Navy "E" flag, the equivalent of winning the production award for the third time.



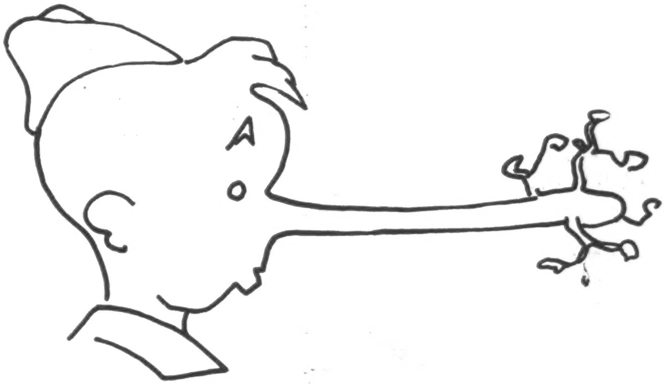
DRAW A CIRCLE . . . around a broadcast market where $47,000,000 is just one month's payroll. KXL is easily "the best radio buy".

The PACIFIC NORTHWEST GROUP

KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

Things just GROW AND GROW



in the de-e-ep South

Like Pinocchio's nose, the d-e-e-p South just can't stop growing. Its not all war-boom either, because 10 years ago Savannah started a growth that has multiplied industrial payrolls over and over again since 1935.

And long before 1935 industries like the Union Bag and Paper Corp., the Savannah Sugar Refinery, and the Southern Cotton Oil Co. migrated to Savannah because of its ideal situation.

Couple this *natural* growth with a war growth that has brought in over 50,000 men in six military areas, three new shipyards and over 25,000 new and highly paid war workers and you've got a market growth that spells "*opportunity*" in any advertising language.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

NBC
AFFILIATED STATION

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

NOT MANY GEORGIANS SPEAK CHINESE

To get your message across to Atlanta-market listeners, you have to *speak their language* and Lew Childre talks and sings in terms that get enthusiastic attention — and quick action — from Georgians. One of the most productive radio salesmen in the South, Lew Childre has a brilliant success record that's well worth your attention. Available during choice early morning and noontime periods, Headley-Reed will be glad to tell you all about WAGA's newest *big name entertainer.*

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

Agencies

CECIL WIDDIFIELD of Schwimmer & Scott, Chicago, was appointed radio director last week. Before joining Schwimmer & Scott, Mr. Widdifield was continuity chief and assistant program director of CBS in Chicago.

BEN WARD has been appointed chief of production in the Chicago office of Kenyon & Eckhart. Mr. Ward has been active in art, copy and radio production in New York, Chicago and San Francisco advertising agencies, and formerly was associated with N. W. Ayer & Son and Erwin, Wasey & Co.

DOUGLAS M. SMITH has been appointed director of art and production for Schwimmer & Scott, Chicago.

JIM DUFFY Co., Chicago, will take over enlarged office quarters this month in the Pure Oil Bldg.

C. D. ELLIOT, formerly of the sales dept. of the Dodge Mfg. Co., Mishawaka, Ind., has joined the copy dept. of MacDonald-Cook Co., South Bend.

YOUNG & RUBICAM Inc., with expanded Hollywood production staff, has taken additional office space at 6253 Hollywood Blvd. Arthur Moore, agency producer, has shifted from New York to Hollywood and is handling production of the weekly CBS *Dinah Shore* Program.

CALVIN D. WOOD, account executive of West-Marquis Inc., Los Angeles, recently was transferred to the agency's San Francisco offices as manager. Formerly known as West Marquis & Curtiss, the San Francisco office has reverted to the original firm name.

FRANK BULL, co-partner of Smith & Bull Adv., Los Angeles, has been signed to do a football commentary in the forthcoming RKO picture "Iron Major."

H-S-B Agency Expands

EXPANDING operation, Hillman-Shane-Breyer, Los Angeles, has added Marian Squire to its radio department. She was formerly in the copy and planning department of Kenyon & Eckhardt, New York. Irwin W. Solomon, recently given a medical discharge from the Army, has joined Hillman-Shane-Breyer as account executive. He formerly was plans director of J. M. Korn & Co., coming from Erwin, Wasey & Co. Stella Chaney, recently director of men's advertising for Stix, Baer & Fuller, St. Louis, Mo., joined the copy staff.

IRVING R. ALLEN and Paul Johnston, formerly account executives with the E. H. Brown Adv. Agency, Chicago, have joined Critchfield & Co., Chicago.

JOHN HUGH, producer of Kenyon & Eckhardt, New York, and Kay Todd, of the BLUE's central typing division, were to be married Oct. 16.

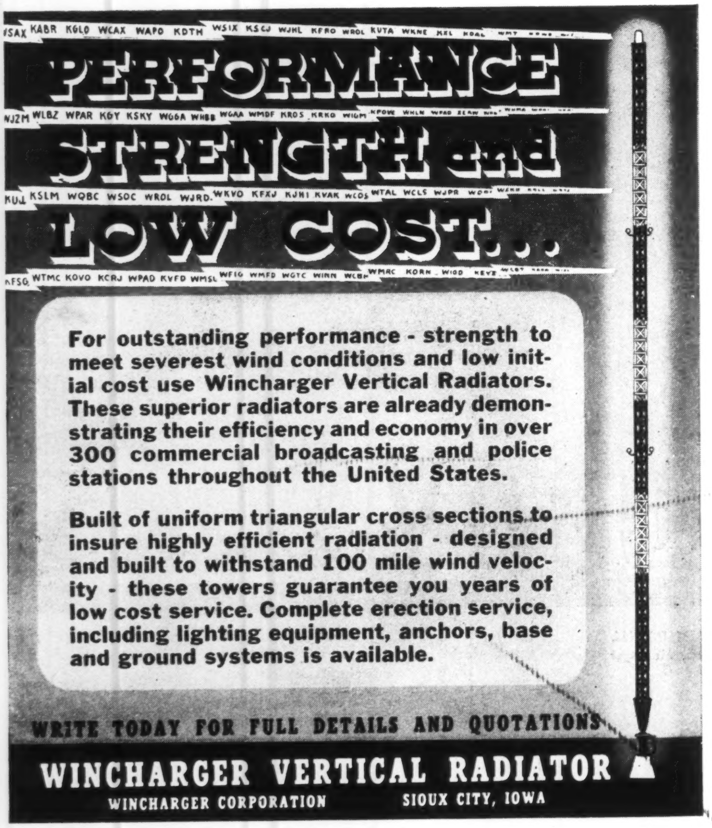
WILLIAM J. FOLKART, production manager and art director of S. Duane Lyon, New York, has been named a vice-president.

AL RINKER, producer, formerly with William Esty & Co., New York, last week joined J. Walter Thompson Co., New York.

HAROLD WENGLER, formerly account executive of Kiesewetter Adv., New York, has joined Ted Bates Inc., New York, in a similar capacity.

ANTONY STANFORD, Hollywood producer of J. Walter Thompson Co. on the weekly NBC *Chase & Sanborn Show*, has relinquished that post to Earl Ebi, network producer, and resumes production duties on the BLUE *What's New?*

HOMER GRIFFITH Co., Hollywood, has been appointed Pacific Coast station representative of KPHO Phoenix.


WSAX KABR KGLO WCAX WAPO KDTH WSIX KSCJ WJHL KFRO WROL KUTA WKNE KXL KOAL WMT
WJZM WLBZ WPAR KGY KSKY WGGA WHBB WGAA WMDF KROS KRKO WIGM KPOW WHLN WPAD
KUJ KSLM WQBC WSOC WROL WJRD. WKVO KFXJ KJHI KVAK WCOS WTAL WCLS WJPR
KFSG WTMC KOVO KCRJ WPAD KVFD WMSL WFIG WMFD WGTC WINN WCBH WMRC KORN WIOD KEVE

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

BILL LAWRENCE, Hollywood pr ducer of the CBS Screen Guild Pl ers, has taken on added producti duties of the CBS *Jack Carson Sh* for two weeks or more while Vi Knight, vice-president and radio d rector of Foote, Cone & Beldin undergoes a physical check-up an rests at a local clinic.

GUENTHER-BRADFORD Adv. Co Chicago, has appointed as accou executive, Clarence Vredenburgh, fo merly with Roberts & Reimers. Cu ran de Bruler, formerly of *Meat* ma azine, has joined the copy staff.

CAPT. STANLEY YOUNG, forme sales executive of Spot Sales In New York, has returned to this po having received honorable dischar from active duty in the Marine Divi sion of the Army Transportati Corps.

EDWARD JOHNSON, formerly merchandising and promotion ma ager of Rodgers & McDonald New papers, Los Angeles, has been ap pointed account executive of Rober F. Dennis Inc., Los Angeles agency and will service food accounts.

HOWARD HOYT, who formerly headed Hoyt Management Inc., New York, talent agency, has joined A. S. Lyons Inc., New York, as exec tive in the radio and film departmtnt.

HARRY G. OMMERLE, vice-pres dent and account executive Ruthrau & Ryan, New York, is the father o a baby girl.

J-W-T Foreign Activity

ARTHUR L. GRIMES, of the inter national department of J. Walter Thompson Co., New York, is on a trip to the firm's offices in Sa Paulo, Rio de Janeiro, Buenos Aires and Mexico City. John Kn eau, of the department, has re turned to the Mexico City branch after a trip through Central an South America. Thompson's Sy ney, Australia, office, is releasing new campaigns for Kraft Chees Horlick's Malted Milk and 3-in-On oil and various local accounts, th agency reports.

Musterole Campaign

MUSTEROLE Co., Cleveland, i using station breaks from two t five times weekly in addition t a five-minute recorded progra *Musical Curtain Calls* [BROAD CASTING, Sept. 20] and sever news programs in its annual fa and winter campaign for Muste ole. In all, 122 stations are sched uled. Agency is Erwin, Wasey Co., New York.

If you buy or plan advertising for Iowa, you need

THE 1943
IOWA RADIO
AUDIENCE SURVEY

Gives you detailed analysis of "listen ing areas" of every Iowa station, pro grams that appeal to urban, village, and farm families, and listening habits. Il lustrated wth pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

THIS IS THE UNDERGROUND

Regularly, there are smuggled out of Europe detailed reports of the underground workers for freedom...authentic stories of how brave men —every-day men from every walk of life—are fighting for the liberty they have never forgotten.

These stories of the European underground activities *had to* be told—for, in the telling, they *breed* courage...they create a sharp awareness of our part in this war for freedom...a realization of other men's sacrifices that we might all be free.

Every Sunday, over WBBM, the story *is* told. It's a half-hour program with Alvin Steinkopf setting the stage. (For 8 years Steinkopf was chief of an AP News Bureau in Central Europe. He knows the terrain.) As Steinkopf's voice diminishes, dramatic action rises...thirty minutes of skilfully written, brilliantly performed dramatizations of actual underground activities, the more gripping because they are real.

The program—*This Is The Underground*—has won world-wide recognition.

Eduard Benes, President of Czechoslovakia, came to Chicago—asked to meet the writers.

The British Broadcasting Corporation cabled, "*Send us dubbings...our London producers are interested.*"

From The Netherlands Information Bureau... "*We are sending all important news in detail from the Netherlands and her overseas territories to help make these authentic scripts.*"

This Is The Underground is typical of WBBM's versatile showmanship. WBBM has been the Chicago leader for almost two decades because WBBM's kind of radio makes sense: get the idea; tell the story; tell it with such impact that listener reaction is *assured.*

You may now sponsor *This Is The Underground* on WBBM. Ask us or Radio Sales.

WBBM

CHICAGO'S
Showmanship Station
50,000 Watts · 780 kc.
COLUMBIA OWNED

CBS

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

"Plug Kendrick says:

SAME OLD STORY
THE
"AVAILABLE NOW" SIGN
IS
DOWN AGAIN!

THE
MYSTERY CHEF
(BLUE NETWORK CO-OP)
IS NOW SPONSORED BY
WHEATLEY
MAYONNAISE CO.
MAKERS OF LADY BETTY FINE FOODS
MONDAY THRU FRIDAY
1:15 - 1:30 P.M.

YOU CAN BET
THEY WON'T REGRET

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.
•
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Studio Notes

KOY Phoenix to emphasize its "drive slowly—school's opening" campaign, coached a group of nine-year old children in spot announcement messages to be used. Under direction of Wendell Noble, announcer-producer, transscriptions were made and released at regular intervals for several days.

MONTHLY meeting of The Institute of Radio Engineers, a group of some 100 station men in the Chicago area, was held last Friday at the Chicago Central YMCA. Kenneth W. Jarvis, vice-president of Sheridan Electric Corp., Chicago, gave a talk on "Radio Prognostications". Henry Crowley, with a staff of engineers from the Henry Crowley Co., West Orange, N. J., discussed "Powdered Materials".

WBT Charlotte, N. C., now channels two five-minute newscasts each evening from the WBT newsroom direct to a leading Charlotte theatre. The special service follows the newsreel, and lobby display and newspaper promotion are used as tie-in.

WITH the addition to the BLUE schedule of the Sunday morning *Hour of Faith* program, a religious series produced in cooperation with the National Council of Catholic Men, the BLUE now has all three major faiths represented by weekly broadcasts. The Protestant faith is represented by *National Vespers* and five quarter-hour devotional services, and the Hebrew religion by *Message of Israel* on Saturdays.

WTOP Washington is now broadcasting every Sunday at 12:15 p.m. *Let's Learn Spanish*, a series developed by the radio department of *Time* magazine.

MATÉRIEL
FROM A
PRODUCTION LINE
IN A
BOOM
TOWN

REACH THESE
MARKETS WITH
RADIO

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
•
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

KGW-KEX
KWJJ RADIO
RECORDING & TELEVISION
STUDIOS

"VISITING TEAM gets the honors," says John Egan, co-owner of KWJJ Portland, Ore., station playing host to KGW-KEX whose studios were destroyed by fire [BROADCASTING, Oct. 4]. Egan ordered oversized sign placed on the building despite protest of H. Quenton Cox, assistant manager of KGW-KEX, that sign dwarfed KWJJ's own call letters.

A TOTAL of 20 new cooperative sponsors for *The Shadow* were acquired during the week of Oct. 4, bringing the total of local sponsors to 148, according to Charles Michelson, New York, radio transcription firm handling the series. The total includes sponsors of the transcriptions as well as those of the live program on Mutual in areas not covered by the MBS hookup used by Delaware & Lackawanna Coal Co.

WRRF Washington, N. C., has acquired the special AP radio wire of Press Assn.

WFVA Fredericksburg, Va., owned by the Fredericksburg Broadcasting Corp., and operated daytime only with 250 w on 1290 kc, became affiliated with the BLUE as a bonus station Oct. 14, bringing the total number of BLUE affiliates to 168.

WIS Columbia, S. C., tied in promotion with the recent "Four Freedoms Symphony" broadcast of the *General Motors Symphony of the Air*. Ministers broadcasting on WIS that Sunday changed sermons to incorporate the Four Freedoms.

SINGLE appeal made during a recent broadcast of the BLUE six-weekly *Breakfast at Sardi's* series brought more than 1000 sets of earphones for convalescent sailors.

COOPERATING with the National War Fund Drive, WEAF New York is broadcasting outstanding entries in an essay contest for Nassau County school children on the subject of contributing to the campaign. The essays are being read over the air every other night for two weeks.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Our Respects to

(*Continued from page 36*)

lets which resulted in the opening of hundreds of retail stores.

Soon afterward Gene opened his own advertising agency, and it was then that he saw radio as a "natural". He organized the Consolidated Broadcasting System and sent "tailor-made remotes" into all of Chicago's stations.

As a pioneer in transcriptions his organization became one of the first national "wax" networks. He recalled recently that one of his first "amateur" shows drew the displeasure of a big Chicago station's management because the quality of the performers was not "professional". That, Dyer points out, was years before Major Bowes, and radio had no room then for the promising star of tomorrow.

About that time Gene took over the management of WGES Chicago as a sideline. It then was a part-time 500-watt station. Today, under his direction, the station is a fulltime 5,000-watter, sold to capacity. Soon he acquired WSBC Chicago, a 250-watt station, converting it from a loss to a thriving local that frequently displays the "SRO" sign. And back in 1937, Gene and his associates bought into WEMP Milwaukee, helping to build it up to high earning capacity by the time he sold his interests in 1942. In 1943, Gene and his associates bought WCBD, the Zion Illinois, station from Wilbur Glenn Voliva. WCBD finally evolved as Chicago's WAIT.

Dyer's principal hobbies are fishing, golf and farming. His yacht "Stardust" is a familiar craft in Palm Beach, Florida's deep-sea fishing waters. He owns his own golf course, Kildeer Country Club, near Chicago, and he has a 430-acre stock farm near Libertyville, Ill., part of which is used as a Navy flying field.

In 1923 Gene married Evelyn Ringwald of Chicago. Their son, Gene Jr., 19, is a midshipman in Officers Training, U. S. Navy.

Meanwhile Gene's off-duty activities these days include serving as a radio consultant for OWI, as a field supervisor for the Office of Censorship and on various war and relief committees.

Listeners' Guide

WRITTEN expressly for the home radio listener, a new booklet titled *Radio Listeners' Guide*, by Fred D. Rowe, chief investigator of radio interference in the San Francisco Bay Area for Pacific Radio Institute, serves as an aid to better reception and explains to the layman the role of interference in radio reception. Mr. Rowe has been investigating radio interference during the past 14 years for the Pacific Radio Institute, which is supported by utilities and various radio stations.

All on one wire at one time!

(This is a quotation from The Telephone Hour, a program heard each Monday evening over N. B. C.)

"The words and music which you have been hearing have come to you part of the way over wires and part of the way through the air. Those wires could have been carrying other messages at the same time without your hearing them.

"This is one of the jobs that Bell Laboratories' scientists have accomplished for telephony—a number of telephone conversations sent at the same time over a single pair of telephone wires. Actually, we commonly use a group of four wires to carry twelve 2-way Long Distance conversations.

"But we can do better than that with pipes in place of wires. *Using coaxial cables in which the conductors consist of copper tubes, each tube having a single wire along its center, we can send hundreds of voices at once over the same conductors—and one will not interfere with another.*

"Before the United States entered the war, the Bell System had already installed several hundred miles of coaxial cables. We plan to install more as soon as the war is over and materials are available.

"A coaxial cable can also carry television. This was demonstrated in June, 1940, when the scene of the Republican National Convention in Philadelphia was transmitted to Radio City, New York, where it was broadcast to television viewers in that vicinity. Wires, too, can be used to carry television, but only for relatively short distances.

"When television becomes widespread, as scientists predict, Bell System wires and coaxial cables will be ready to serve the television network as they already serve the radio network to which you are now listening."

AMERICAN TELEPHONE & TELEGRAPH CO.
BELL SYSTEM
AND ASSOCIATED COMPANIES

Blue Rule Puts FCC in Programming

'Open Mind' Policy for Broadcasters Laid Down in Order

ENTRY of the FCC in the sphere of program regulation was seen in the FCC decision last Tuesday approving sale by RCA of Blue Network Co. to Edward P. Noble's American Broadcasting System, Inc., for $8,000,000 cash.

An Open Mind

Coming as no surprise to the industry because of the line of questioning by FCC members at the hearings on the transfer last month, the opinion cited Mr. Noble's statement of policy that he would "keep an open mind on all requests for commercial time irrespective of the source." The questioning at the hearing centered around present industry policy against sale of time for controversial issues, particularly to such membership organizations as CIO and cooperative groups.

Mr. Noble's commitment to consider each request with an open mind and "without any arbitrary discrimination," said the unanimous opinion, "is in our view, the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible."

Almost coincident with the FCC action was announcement by Mutual that it is dismissing its $10,000,000 triple damage suit against RCA and NBC, pending before the Federal District Court in Chicago since January 1942. Simultaneously, on Oct. 11, Daniel B. Britt, special assistant to the Attorney General in Chicago, dismissed the anti-trust suit filed against CBS. A similar suit against RCA-NBC was to be dismissed, in view of the approval by the FCC of the BLUE Network transfer, which leaves RCA with only one network. Other alleged violations of the anti-trust statutes, the Department has stated, were substantially eliminated with the enforcement of the FCC network rules last June.

The language of the unanimous FCC decision on the BLUE Network was understood to have been a compromise. Several members of the Commission, it was logically inferred, based on the attitudes expressed during the transfer hearings, desired a more clear-cut pronouncement on sale of time for controversial issues. As written, it was contended in certain quarters that the decision leaves individual broadcasters free to reach their own decisions on acceptance of commercial controversials.

The opinion cited that under the present practice in the industry, requests for the sale or furnishing of time tend to be disposed of on the basis of "rules-of-thumb and fixed formulae". This was aimed directly at the NAB Code of Ethics which deprecates sale of time for discussion of controversial issues, but provides that such program content be handled sustaining.

With the FCC approval of the transfer, Mr. Noble shortly is expected to file an application for sale of WMCA New York to Nathan Straus, former administrator of the U. S. Housing Authority, for $2,255,000. Prompt approval is indicated at the FCC. Pending against Mr. Noble in the New York courts is a suit of Donald Flamm, seeking a recission of Mr. Noble's purchase of WMCA in 1941 on alleged grounds of a forced sale.

More Competition

Transfer of the BLUE will result in four independent nationwide networks, the FCC said. This will mean a much fuller measure of competition between the networks for stations and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech.

The Commission brought out that under the former structure RCA operated both NBC and the BLUE and this resulted in "an undue concentration of control". One of the network regulations, it pointed out, was directed against multiple ownership of networks serving substantially the same area. That regulation was suspended indefinitely to make possible the orderly disposition of the BLUE without a time deadline which would unduly depress the price. The Commission stated that simultaneously with its opinion approving the transfer it was making this regulation effective six months hence.

The FCC approval of the transfer came in ample time to permit Mr. Noble to exercise his arrangements for financing. An agreement covering a $4,000,000 loan from three New York banks runs until Nov. 1. Mr. Noble himself has arranged for the other $4,000,000 out of his personal holdings.

Notice was also taken of Mr. Noble's testimony that he intended to retain the operating personnel of the BLUE and its present officers and directors who are not employes of RCA. Mr. Trammell, president of NBC and chairman of the board of RCA, along with other directors of the BLUE, who are with RCA, will leave the BLUE board. It is expected Mr. Noble will become chairman of the board and that C. Nicholas Priaulx, general manager of WMCA, will become an officer of the BLUE upon approval of the sale of WMCA to Mr. Straus.

Mark Woods, BLUE president, Edgar Kobak, executive vice-president, and the other officers of the BLUE, according to Mr. Noble's repeated statements, will continue in their present capacities. Tribute was paid them by Mr. Noble during the hearings for the excellent manner in which they had directed the BLUE during its nearly two years of independent operation.

Janesville Gains

CONTRARY to the general opinion that the small stations are taking it on the chin come reports from Janesville, Wisc., that "Business is good at WCLO" and that every month from March to September shows a definite gain over the same month for the previous year. For July a gain of 75% is listed over July 1942 and 86.1% over July 1941. On the other end of the scale is a gain of 14.5% for April over April 1942 and 33.5% over the same month in 1941.

Plans National Spots

NEWSPAPER Institute, New York, is preparing a national spot campaign to promote its correspondence courses. After testing for the past year, the school has decided on a Sunday news period. Attempt is being made to secure stations with all Sunday news programs available. Spots are currently running on two Pacific Coast stations, on one in Washington and one in Canada. Rose-Martin Inc., New York, is agency.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

AUGUST BUSINESS IN THE JACKSON DISTRICT UP 25.2%

General business continued its upward trend in the Jackson district in August, showing a 25.2 per cent increase over August of last year. Mississippi as a whole, gained 22 per cent in August 1943 over August 1942.

Take advantage of this continuing UP MARKET in Jackson and Mississippi. WJDX dominates this UP MARKET—let WJDX carry your sales message during the months ahead.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

A 50,000 watt audience at a 250 watt rate

..but don't take our word for it-look at the record!

C.E.HOOPER • for July-August

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	A	WGRC	B	C
	34.5	20.3	35.8	8.3

WGRC
Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Noble Takes Over Blue

(Continued from page 9)

Straus, who has agreed to purchase the station for $1,255,000 [BROADCASTING, Sept. 20], is expected to be filed this week with the Commission. Sale is in accordance with the FCC policy opposing the ownership of more than one station in any locality by a single individual or organization.

Sarnoff Statement

Mr. Sarnoff's statement follows:

The BLUE Network has demonstrated its ability to render a fine program service to the public and to conduct a successful business. I congratulate the officers and staff of the BLUE upon their accomplishment, and I congratulate Mr. Edward J. Noble that he is now associated with them in carrying on a tradition of public service that started some twenty years ago. I am confident that under Mr. Noble's leadership and the able staff around him, the BLUE will continue its forward progress, and I wish him and his associates every success in meeting the opportunities and responsibilities that lie before them.

Mr. Noble's Views

In connection with his acquisition of the network, Mr. Noble issued the following statement:

The transfer of ownership permits me to participate in the further advancement of the BLUE Network both as an important medium of entertainment, information and education and as a business enterprize.

On Sept. 29 I sent a letter to the Federal Communications Commission which outlined the BLUE's policy in respect to the sale of time for purposes other than the advertising of commercial goods and services. While the letter speaks for itself, the considerations which dictated it may be of interest.

Having become one of the principal media through which the people are reached, radio broadcasting cannot help but assume the responsibilities inherent in its growing stature and maturity. One responsibility is to maintain at all times a platform accessible under reasonable conditions to requests which are reasonable as to purpose and sponsorship. The corollary of that reponsibility is the one to resist what we deem to be unreasonable pressures, however great their force.

As with newspapers, magazines and the films, the first and basic consideration is to win and hold the broadest possible public following, and the greater the success in attaining this objective, the greater will be the desire of special interests to reach that audience.

While the policies set forth in the code of the BLUE Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions, and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the BLUE Network code embodied in my letter to the Federal Communication Commission.

We of the BLUE Network recognize an obligation not only to public but also to the industry of which we are a part. We appreciate that we are not unique among broadcasters in our pledge to serve the public interest, but we are, of course, solely responsible for the manner in which we implement our pledge."

Award to CBS

CBS won the "showmanship plaque" for direct mail advertising last Friday at the one-day clinic sponsored by the Direct Mail Adv. Assn., and the Graphic Arts Victory Committee in New York. Award was made on the basis of a presentation of material created by the CBS-owned and operated station promotion division to support the sales activities of Radio Sales, national spot representative for the nine stations and three regional networks operated by CBS.

AFRA Protest

PROTEST against the appearance of servicemen on the CBS *Blue Jacket Choir* was registered last week by AFRA, which contended appearance of 50 sailors on the show is a violation of its contract. H. Leiss Atlass, vice-president of CBS, said the time used by the Blue Jackets was purchased by Minneapolis-Honeywell Co. of Minneapolis which presented it to the Great Lakes Naval Training Station. He said the firm bought 25 minutes every Sunday for a minimum of 13 weeks. The network has a "closed shop" contract with AFRA, he asserted.

Colwell to McGillvra

N. P. COLWELL, former owner of Canadian Facts, market research organization, and well-known in advertising agency and station representative fields, has re-joined Joseph Hershey McGillvra Inc., to operate from the Chicago office. Mr. Colwell was with McGillvra in 1936-37 at which time he established McGillvra's Canadian office.

Heads Kastor in N. Y.

ERNEST P. ZOBIAN has been appointed manager of the New York office of H. W. Kastor & Sons Adv. Co., Chicago. Mr. Zobian was advertising and sales promotion manager of the A. C. Barnes (Argyrol) division of the Zonite Products Corp., New York, and for the past four years was in charge of advertising of the Zonite division of the corporation.

WBNX

New York City and Environs

2,000,000	or 15.4% of the population of Greater New York listen to YIDDISH radio programs
1,400,000	or 10.8% of the population of Greater New York listen to ITALIAN language programs
1,250,000	or 9.6% of the population of Greater New York listen to POLISH language programs
670,000	or 5.1% of the population of Greater New York listen to GERMAN language programs
250,000	or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

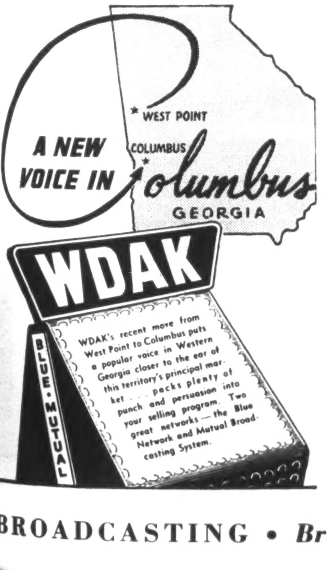
We all are in it
BUY WAR BONDS!

..don't pass up CKLW

with
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

in the DETROIT AREA

• On a basis of time-sales in many of Detroit's leading retail classifications, CKLW leads 'em all in this, America's Third Market. We have the two ingredients necessary to a good sales job . . . coverage AND listeners. Money-saving rates help, too!



A NEW VOICE IN Columbus

WDAK

WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System.

TEXT OF FCC DECISION APPROVING BLUE SALE

THIS is an application pursuant to Section 310(b) of the Communications Act for the Commission's consent to the transfer of 100% of the stock of the BLUE Network Inc. from Radio Corp. of America to American Broadcasting System Inc. The BLUE Network, Inc. is the licensee of Stations KGO San Francisco, WENR Chicago, WJZ New York and 48 relay stations. In addition, it operates a nationwide network consisting of 163 affiliated stations besides the three stations it owns. The consideration for the transfer is $8,000,000 cash.

Radio Corp. of America, the transferor, besides owning 100% of the stock of the BLUE Network, also owns 100% of the stock of the National Broadcasting Co. which is the licensee of five standard broadcast stations and likewise operates a nation-wide network.

American Broadcasting System, the transferee, is wholly owned by Edward J. Noble who has business interests including the ownership of Station WMCA in New York. Accompanying the application is an affidavit of Mr. Noble that he intends to dispose of WMCA upon approval by the Commission of the BLUE Network transfer, and at the hearing he testified that he has executed a contract for the sale of the station, contingent upon Commission approval.

Competitive Advantage

There are at present four nationwide network organizations, two of them wholly owned by Radio Corp. of America. Our investigation into chain broadcasting (Docket 5060) established that the ownership of two networks by a single organization operated as a restraint on competition, handicapped the BLUE Network, gave RCA a competitive advantage, and resulted in an undue concentration of control in a field where because of physical limitations on the number of available radio facilities the public interest imperatively demanded the elimination of restraints on competition and as wide a dispersion of control as possible.

As a result we promulgated Regulation 3.107 directed against multiple ownership of networks serving substantially the same area. The regulation was suspended indefinitely,[1] after RCA had freely conceded desirability of disposing of one network and had indicated its intention of selling the BLUE at an early date, in order to make possible the orderly disposition of the network without a time deadline which would unduly depress the price.

The transfer of the BLUE Network will result in four independent nationwide networks. This will mean a much fuller measure of competition between the networks for stations and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech. The mechanism of free speech can operate freely only when the controls of public access to the means for the dissemination of news and issues are in as many responsible ownerships as possible and each exercises its own independent judgment. The approval of the transfer will promote such diversification.

Our investigation into chain broadcasting similarly concluded that the control of two stations in any area by one network organization is not in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and thus in that respect effectuate the policy of Regulation 3.106.

Technically Qualified

We find that the American Broadcasting System Inc. and Mr. Noble, the owner of its entire stock, are legally, financially and technically qualified to operate the stations being transferred. All the stockholders and officers of the transferree are citizens of the United States. The transferee has sufficient funds to effect the purchase and it is apparent from the balance sheet of the BLUE Network that its finances after the transfer will be such as to permit continued operation. Mr. Noble testified that he saw the need of raising additional capital for expansion of the public service of the BLUE Network, and he stated that this capital could be secured either from his own resources or from sale of stock to interested persons.

Mr. Noble also testified that he intended to continue to employ the operating personnel of the BLUE Network and those present officers and directors of the BLUE Network who are not employees of RCA. Hence, the transferee will be technically qualified to operate the stations being transferred.

At the hearing Mr. Noble was requested to submit a written statement as to the policies with respect to the allocation of time on the air which would guide him in the exercise of his discretion as a licensee. This statement has now been submitted. In it Mr. Noble declares in part:

"I am prepared to say that my policy, stated in general terms, will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discriminations.

An Open Mind

"More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network."

At the hearing it appeared that under present practice, which is quit general in the industry, requests fo the sale or furnishing of time tend t be disposed of on the basis of rules-of-thumb and fixed formulae. Mr. Noble's commitment to consider each reques with an open mind on the basis of th merits of each request and without an arbitrary discrimination is, in ou view, the type of discretion which al licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization o radio in the public interest made possible.

In view of the entire record it i our opinion that the transfer of th BLUE Network is in the public interest.

It is, therefore, ordered, This 12t day of October, 1943, that the transfer of control of the BLUE Networ Inc. from Radio Corp. of Americ to American Broadcasting Syste Inc., be, and the same is hereby, approved.

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[1] Simultaneously with this order, we are making Regulation 3.107 effective six months hence.

Thatcher Award

PLANS are now complete for th J. H. Thatcher Religious Editorial Award, sponsored by the Thatcher Bible Class of Houma, La., in honor of J. H. Thatcher, church leader and financier, who died September 6. Mr. Thatcher felt that newspapers could devote at least one editorial to religion each week and the award is based on that belief. Tentative plans include separat awards for each state as well as division for trade journal editor and radio script writers.

Bird Feed on MBS

AMERICAN BIRD PRODUCTS Co., Chicago (bird feed), beginning Oct. 17 will sponsor *Th American Radio Warblers* for i 16th year on 12 MBS station originating out of WGN Chicag Featuring 16 canaries singing t accompaniment by Helen Wes brook, organist, the quarter-ho program is heard Sundays, 2-2:1 p.m. Agency is Weston-Barne Adv. Co., Chicago.

Albert G. Kober

ALBERT G. KOBER, 67, assista advertising manager of the Stro berg-Carlson Co., Rochester, died a heart ailment, on Oct. 5. Mr. K ber joined the company in 1905 a has held such positions as facto assembler, inspector, foreman, e port sales editor, and his m recent position of assistant adve tising manager. He was buried the West Webster Cemetery, chester.

The TEXAS RANGERS now
Selling Cold Tablets on KYW Philadelphia
...also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

BEST RADIO BUY IN BALTIMORE!
WCBM
AND THE BLUE NETWORK
John Elmer President
Geo. H. Roeder Gen. Manager
FREE & PETERS Exclusive National Rep.

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

what radio station pulled more audience mail than 7 other 50-kilowatt stations combined?
SEE PAGE 31

DISPLAYING THE DISPLAY of posters, car cards, newspaper ads and other media used in the current WCCO Minneapolis-St. Paul advertising campaign is Al Sheehan, WCCO assistant general manager. The station was host at a meeting of area manufacturer's representatives and advertising agencies, including (l to r): Arthur Schade, Eversharp; Ed Johnson, General Foods; Frank Hunt, Liggett & Myers; A. S. Dunning, General Electric; Mr. Sheehan, and Bill Young, Lever Bros.

Returns to Boston

MARJORIE SPRIGGS GILCHREST, former chief of the radio section of the War Finance division of the Treasury Dept., has returned to Boston and is now publicity director for the Massachusetts War Finance Committee. She is replaced in Washington by Emerson Waldman. Mrs. Gilchrest had succeeded her husband, now Lt. (j. g.) Charles W. Gilchrest, serving with the Navy in the Southwest Pacific, as chief of the radio War Finance Division's Radio Section when he was called in the Service.

Fly Doubts He Has Direct Authority To Regulate in Free Speech Matters

AUTHORITY OF THE FCC to regulate broadcasters directly in the matter of free speech is doubtful, Chairman James Lawrence Fly indicated at a news conference last week.

Asked point blank whether the Commission had any authority or any intention of asserting authority in that realm, Mr. Fly replied, "I am not sure what authority we have in terms of actual regulation, and I don't want to express any opinions on the matter, nor take any position saying we are going to do anything about it. I want to stimulate a healthy discussion and bring all of these things out into the open on the principle of free speech."

He reiterated that free speech on the air and its "freedom to listen" counterpart "is a job for the industry", which need not be a concerted move but might be a general move toward self-regulation.

Toward Self-Regulation

Chairman Fly asserted that while he could not cite cases, since no studies had been made of the effects of the FCC's Network Rules, he was confident they had resulted in greater diversity of sources for programs previously excluded from local audiences and in giving stations freedom to exercise a greater degree of control over their own programming.

Citing the total of approximately 150 stations which have since become affiliated with networks and the addition or extension of network service to approximately 120 cities, Mr. Fly suggested the FCC regulatory measures had been a substantial factor in opening up network broadcasting generally. He paid tribute to the networks' own efforts to broaden their operations through rate schedules and other means.

Experience Lacking

The Commission yet lacks the experience in terms of day-to-day operations, said Chairman Fly, to judge whether or not the network rules are right in every particular. "We will continue to watch them," he said, "and will stand ready to modify them in any particular where the public interest, and I think that may well be the industry's interest, may demand it".

He expressed doubt whether the rules covered the case in which WRAL Raleigh was denied the Walter Winchell program by the BLUE Network on grounds other than the complaint of another station, but suggested it would perhaps have been a good thing had the rules applied.

Mr. Fly said he had talked with Rep. Lea since his appointment as Chairman of the House Select Committee to Investigate the FCC, but refused to say what they had discussed or to comment on editorials suggesting replacement of Eugene L. Garey as general counsel of the Committee.

When reminded of "strong statements" he had made about Mr. Garey in the last few months and asked if he "retracted them now", Chairman Fly merely smiled and refused to answer.

Robert Douglas Kirkland

ROBERT DOUGLAS KIRKLAND, 36, Mackay Radio & Telegraph Co. engineer, who installed the CBS shortwave transmitter at Brentwood, Long Island, died Monday night at his home in Port Washington, Long Island, after an illness of several months. Mr. Kirkland, who was born in Vallejo, Cal., graduated from the U. of California in 1928 with a B.S. degree in electrical engineering, having specialized in radio communications. He joined Mackay as district engineer in 1929 after a short period with RCA and was transferred to New York City in 1941

Canadians Abroad

MAJOR Dick Diespecker, Radio Liaison Officer for the Canadian Army, and Flight-Lieutenant Andy McDermott, Royal Canadian Air Force radio officer, will leave shortly to visit Canadian military establishments in the war zones. Their interest is to increase overseas news coverage for the Canadian Navy-Army-Air Force networks shows, *Comrades in Arms*, Sunday, and *Headquarters Report*, Friday. Lieut. Dorwin Baird of the Army and LAC Warren Wilkes of the RCAF, will be in charge of radio liaison at Ottawa in the absence of Diespecker and McDermott.

'Cavalcade' on 147

NETWORK affiliates subscribing to the *Hollywood Cavalcade* series of five-minute recordings produced by the radio department of United Artists now total 147, including 39 NBC stations, 22 CBS, 40 BLUE, and 46 Mutual outlets. The feature employs the technique of a roving reporter visiting studio sets in Hollywood.

KOZY

FM in

KANSAS CITY

☆

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

San Diego's NEW! BLUE Network OUTLET

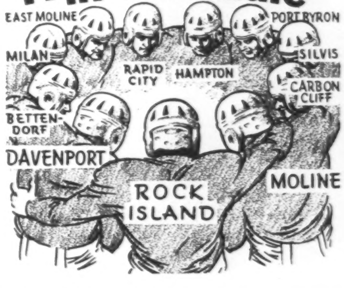
KFMB

... All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

JACK O. GROSS
GENERAL MANAGER

W. G. RAMBEAU CO.
NATIONAL REPRESENTATIVES

11 CITIES
..in a Huddle



A Winning Team!

There's not one, not two, but *eleven cities* in the Tri-Cities zone . . . located as closely together as the boroughs of greater New York. And WHBF is the *favorite* local medium covering the entire Tri-Cities population of 211,000!

When you think of Rock Island, Moline or Davenport, *picture the TRI-CITIES!* . . . not one, not two, not three, but *ELEVEN* contiguous cities! 60% in Illinois! Let WHBF tell you the story, meanwhile drive your product home with the result-getting "salesman" . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

THE DOMINANT COVERAGE
FOR A GOOD MARKET
WRBL
COLUMBUS, GA.
CBS
HOOPER
81 TO 96.8%
RATING
REPRESENTED BY SPOT SALES

Senate Takes Up International Radio

(Continued from page 12)

solve was admitted on all sides. Following an executive session of the Committee last Tuesday, Rep. Miller declared: "If this investigation is not carried through by this Congress, I promise you that it will be done by the next Congress".

Studies Record

Tuesday's executive session, called by the chairman to acquaint himself with the wishes of other members of the Committee, was attended by Reps. Wigglesworth and Miller. Reps. Magnuson and Hart were out of the city, Mr. Lea said.

Upon his appointment Chairman Lea said he didn't want to resume hearings until he had informed himself as to what had taken place under the chairmanship of Rep. Eugene E. Cox (D-Ga.), who resigned two weeks ago. That Mr. Lea apparently has studied the record in the last two weeks was indicated last Thursday in his assertion at the hearing that "the evidence so far presented embraces a large number of accusations against the conduct of the Commission and its personnel which are within the scope of the investigation as directed by the House of Representatives."

"The hearings of this Committee now contain a large volume of information," he said. "It is expected that further progress of the investigation will result in much information yet to be furnished and assembled."

Chairman Lea's prediction after his appointment that the probe would lead to new Communications legislation was given further credence Thursday when he said:

"The ultimate performance of the duties of this Committee requires determination of the facts as to each substantial accusation. It is assumed that the report finally made to the House by the Committee will include its findings as to the accusations together with such recommendations as may be found appropriate."

"Further hearings will proceed as promptly as the work of the Committee will permit, and the plans of the Committee will be announced as the occasion may seem to require," Mr. Lea added.

Chairman Lea has been loath to resume hearings until other legislation confronting his main Committee, of which he also is chairman, has been cleared up. During the last two weeks the Committee has been discussing aviation and wood pulp legislation.

During last Thursday's brief session of the Select Committee, Chief Counsel Garey presented for the record testimony taken at private hearings in New York from officials and personnel of Shortwave Research Inc. Mr. Garey told the Committee that the testimony would show that the organization received something like $535,000 in Government funds in its dealings with the OWI and its predecessor the OCI, and that portions of those funds were given by the organization to various charities, selected by Shortwave Research Inc.

Remarking that a Congressional investigation was "more liberal than the courts", Chairman Lea said: "I believe the Committee should receive the evidence and then determine, in executive session, how much of it can be admitted for the record." Until the Committee passes on the New York testimony it will remain confidential, although Mr. Garey intimated at the hearing last week that important disclosures in conjunction with FCC "Gestapo activities" would result.

Mr. Garey also submitted for the Committee's consideration correspondence between FCC Chairman James Lawrence Fly and Acting Secretary of War Robert P. Patterson regarding the efforts of the FCC to obtain payment from the Army for its personnel in North Africa. Those letters also were received by the Committee for consideration at executive session before the contents were to be made public.

Morton to K & E

KENYON & ECKHART Adv. Co., Chicago, has been appointed by the Morton Salt Co., Chicago, to handle advertising of Morton's Free Running and Morton's Iodized Salt, and Worcester Ivory Free Running and Worcester Ivory Iodized Salt, C. L. Ostrom, advertising manager of the Morton Salt Co., announced last week. The appointment, effective Jan. 1, 1944, does not affect the advertising of Morton's Smoked Salt Products, including tablets.

Cuticura Continues

POTTER DRUG & CHEMICAL Corp., Malden, Mass., is continuing its spot campaign for Cuticura products on some 40 stations, reviewing the contracts as they expire. Agency is Atherton & Currier, New York.

WITH Spanish dialogue and song lyrics, a new half-hour transcribed variety program titled *Hollywood at War*, has been started by the Office of Coordinator of Inter-American Affairs, for release to Latin-American countries.

CAPITOL RECORDS SIGNS WITH AFM

ENDING a 15-month holdout, Capitol Records Inc., Hollywood, on Oct. 9 signed a contract with AFM president James C. Petrillo, to pay a flat half-cent royalty on all recordings made in the future. The contract is similar to one signed by Decca Records-World Broadcasting System. First records under the new agreement were cut on Oct. 14 and featured Johnny Mercer, vocalist and song-writer, with his own band.

Agreement between Capitol Records and Petrillo, who is in New York, was effected by telephone. Acting for the West Coast recording company were B. B. (Buddy) de Sylva, president; Johnny Mercer, vice-president, and Glenn E. Wallichs, general manager. The company recently put bandleaders Benny Carter, Stan Kenton, Eddie Miller and Paul Weston and the singing group of Jo Stafford and the Pied Pipers under exclusive contract. Capitol Records is the only major recording company on the Pacific Coast.

Join Y & R Staff

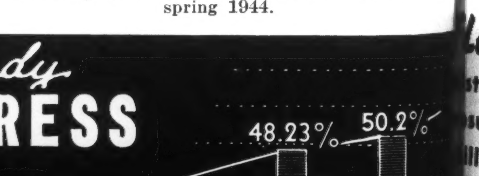
YOUNG & RUBICAM, New York, has added three members to its public relations department: Harry Harding, recently promotion manager of *American Magazine*, and formerly vice-president in charge of sales and creative work of Barta Press, Boston; and John Keavey, previously with the editorial staff of *Liberty Magazine;* also Robert T. Paul, formerly with the *Philadelphia Daily News*, and most recently with the Bituminous Coal Institute.

Ray Dady on MBS

RAY DADY, general manager of KWK, St. Louis, and well-known commentator, on Oct. 18 starts a five-weekly newscast 1-1:15 p.m. on Mutual. Sydney Moseley's *Headlines of Tomorrow*, formerly heard in that period, will move to 5-5:1 p.m., replacing Sheelah Carter, who shifts to 3-3:15 p.m. Arthur Gaeth, heard in the latter time, will broadcast his news 11-11:1 a.m.

NINETEEN scripts in the recent BLUE *Free World Theatre* series will be compiled and released in book form by Random House Inc., in spring 1944.

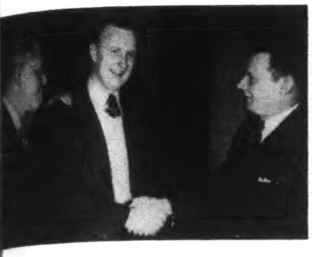
Steady
PROGRESS
AVERAGE
WMBD
LISTENERSHIP



FREE &
PETERS, INC.
Exclusive National Representatives

Get into the rich PEORIAREA market—a live market now, an even better market when the war is won! Enormous wealth derived from agriculture and industry. Diversification has made and kept PEORIAREA a "bright spot" market through good times and bad. And—you dominate through WMBD

PEORIA BROADCASTING CO., PEORIA 2, ILLINOIS



TO THE MARINES goes Jack Brickhouse, WGN Chicago sports nnouncer, leaving for training at San Diego. William A. McGuineas (left) WGN sales manager, and rank P. Schrieber, station man- ger, wish him the best of luck.

Thurston Made V-P

KENDALL THURSTON, chief opy writer of Foote, Cone & Belding on the Sunkist account since 930, has been made a vice-presi- ent of the firm and will continue on he Sunkist account. As vice-presi- ent of Young & McCallister be- ore joining F-C-B he handled irect mail advertising of the Cali- ornia Fruit Growers Exchange.

Edward F. Turner

DWARD F. TURNER, 68, trans- itter engineer of WIP Philadel- hia, died Oct. 9. He joined the sta- on 13 years ago at the time of IP's merger with WFAN. Fu- eral services were held Oct. 12 at s home in Gloucester, N. J.

Rate & Data Elects

TANDARD Rate & Data Service s elected the following officers: alter E. Botthof, chairman of the rd; Richard A. Trenkmann, presi- nt; C. Laury Botthof, executive e-president and treasurer; Albert . Moss, executive vice-president in rge of New York office; C. W. heny, vice-president, Chicago office; mes M. Kelly, vice-president, New rk office; Howard E. Rogers, sec- ary.

J. BRACH & SONS, Chicago ndy), beginning Oct. 26 will spon- two half-hour musical programs WGN Chicago. Titled *Swing's the ing*, and featuring Gene Baker, ette Davis and Bob Trendler's or- stra, the programs will be heard esday and Thursday evenings. Con- ct is for eight weeks. Agency is ckett-Sample-Hummert, Chicago.

AFL, NEA Ask Legislation

(*Continued from page 9*)

controversial issues. This aspect was covered in the FCC decision last Tuesday approving the Blue sale, and commending Edward J. Noble, the purchaser, for his statement that he would consider each request for time "with an open mind", and in inferentially admonishing all stations to follow a similar course.

NEA, which represents about half of the nation's newspapers, most of which are smaller market dailies or weeklies, is headed this year by Ed Abels, of Lawrence, Kan., as president. It's annual convention in Cincinnati several weeks ago, was addressed by James D. Shouse, vice-president of Crosley Corp. (WLW-WSAI) in charge of broadcasting, on the free speech-free press issue.

Following is the full text of the resolution adopted by the AFL convention, as it appears on Page 348 of the "Report of Proceedings", Fifth Day, Friday, Oct. 8 in Boston, with President William Green in the chair:

AFL Resolution

Resolution No. 102—By Delegate Richard J. Gray, Building & Construction Trades Dept.

WHEREAS, In its 1942 report, the Building & Construction Trades Dept. pointed out in detail the vast potential possibilities of post-war building trades employment in the indicated development of the television, frequency modulation and electronic industries, and

WHEREAS, The expansion of radio broadcasting, television, frequency modulation, facsimile, and allied electronic services can best be furthered through the broadest possible application of the traditional American free enterprise principle, and

WHEREAS, The U. S. Supreme Court, in its decision of May, 1943, has so interpreted the present Federal Communications Act as to empower the Commission to take practically any action it chooses with reference to radio program material and the business relationships of broadcasters, with a resulting serious threat of governmental domination of broadcasting content, therefore, be it

RESOLVED, That the AFL urges that the Congress of the United States should, at the earliest possible date, assure the preservation of freedom of speech on the air waves by enacting changes in the present Communications Act prescribing the limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content. By such reconsideration of the Act, we believe, a secure foundation may be laid for the post-war expansion of the radio, television and other new electronic industries upon a free and constructive competitive basis.

Your Committee recommends adoption.

The report of the Committee was unanimously adopted.

NEA Resolution

Following is the full text of the resolution adopted by the advisory council of NEA:

WHEREAS, There are now pending in the United States Senate a Bill introduced by Mr. White and Mr. Wheeler on March 2, 1934 (S. 814) and in the House of Representatives a Bill introduced by Mr. Holmes on July 2, 1943 (H. R. 3109), both of which propose the amendment of the Communications Act of 1934, As Amended, and

WHEREAS, It now appears that, among other things, the question of freedom of speech over the air waves and the extent to which it is to be limited by governmental regulation through an administrative agency is properly before the Congress of the United States and should receive the immediate and complete consideration of the Congress,

NOW THEREFORE BE IT RESOLVED: That the officers and directors of the National Editorial Association urge the Congress and the proper committees thereof to give immediate and careful consideration to this legislation so as to insure the fundamental right of freedom of speech.

Local AFRA Election

FRED MACKAYE has been re-elected president of Los Angeles Chapter of the American Federation of Radio Artists. Norman Field was elected first vice-president; Lee Sweetland, second; Wally Maher, third; Lurene Tuttle, fourth; and Earle Ross, fifth. Eric Snowden is recording secretary, with Georgia Backus treasurer. On the board of directors are Cliff Arquette, Ted Bliss, Verna Felton, Thomas Freebairn-Smith, Fred MacKaye, Fred Shields, Arthur Q. Bryan and Hanley Stafford, actor-directors; Ken Carpenter and John B. Kennedy, announcers; Lee Sweetland, singer; Dick Rucker, sound effects.

Carter in New Post

DAVID CARTER, onetime CBS West Coast publicity director and recently with Pan-American Airways, has been named radio coordinator for the New York office of Universal Pictures, working under Maurice Bergman, eastern advertising and publicity manager, and Robert D. Hussey, director of radio activities.

Delfin Asks Jury Trial

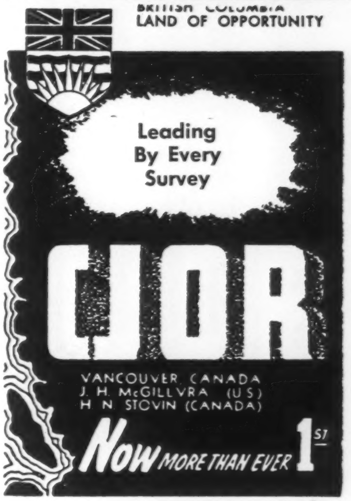
A JURY TRIAL is demanded by Carmen Delfin in the suit filed by her for $175,000 damages against NBC and H. Leopold Spitalny, musical director [Broadcasting, Oct. 11]. Miss Delfin, composer, charges conversion and copyright infringement of two songs.

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN
LASH! The shortest
stance to profitable
sults in California's
llion-dollar market
nd western Nevada is
The Beeline

McClatchy Broadcasting Company
Sacramento, California

STAKE YOUR CLAIM
FOR MORE ALE
MINE
31.
CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA • MONTANA

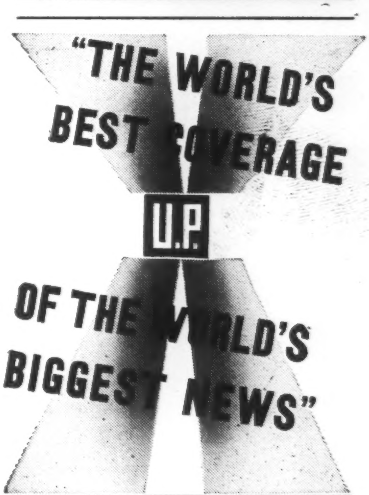


BRITISH COLUMBIA
LAND OF OPPORTUNITY

Leading
By Every
Survey

CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST



"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

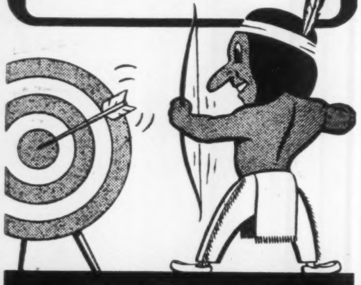
630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK

Represented Nationally by
John BLAIR & CO.

KXOK
ST. LOUIS, MISSOURI

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONNECT!
Your advertising connects, when you have a perfect combination of market and medium. Completely cover the rich Hartford Trading Area, by using WDRC, Basic CBS, Hartford. Get all 3 on WDRC—coverage, programs, rate!
CONNECT IN CONNECTICUT!

They Like Our Style
A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.
WAIR
Winston-Salem, North Carolina



SURE SHOT IN IDAHO!
KSEI
POCATELLO · IDAHO

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

NAB Retail Show

(Continued from page 11)

of the past? You must look to radio—objectively."

"America Takes the Air," the third portion of the presentation, is a running slide film on the history and development of broadcasting.

"Why Radio Works," a film based on a five-year psychological study conducted by Dr. Lazarsfeld, brings out four salient points. Radio works because it provides companionship, escape from the doldrums of everyday life, standards of judgment for those who seek them, and an opportunity for vicarious experience.

Using dramatic sequences, the film explains how radio works, why it influences more people than other media. Research by Dr. Lazarsfeld shows that radio makes a lasting impression because it creates a powerful illusion of reality.

In the closing sequence, "Retailing's Future in Radio", the m.c. dwells on commercial copy. He points out that audiences vary and that the successful radio advertiser beams his programs and commercials to reach certain types of people.

The Washington premiere was in charge of a committee of capital broadcasters, under the chairmanship of Carleton Smith, manager of WRC. A reception followed the showing.

ADD NAB MCs

Mr. Pemberton

Mr. Mason

BETTER LATE than etc. are these thumbnail portraits of Clyde D. Pemberton, commercial manager of KFJZ Fort Worth, Tex., and Robert T. Mason, president and general manager of WMRN Marion, O. The pair served as m.c.s for showings of the NAB retail promotion film [BROADCASTING, Oct. 11]. Biographical sketches of the 14 m.c.s were printed in that issue, but photos of Messrs. Pemberton and Mason did not arrive in time for publication with the sketches.

MBS Programmers Meet

FUTURE program plans were discussed Oct. 12-13 by Mutual's program operating board, meeting in the network's New York office. Attending were President Miller McClintock, Adolph Opfinger, MBS program director; C. M. Hunter, WHK Cleveland; Frank Schreiber, WGN Chicago; Linus Travers, WNAC Boston; Julius Seebach, WOR New York.

ACTIVE AND INTERESTED in the premier of the NAB promoti film, held Oct. 12 in Washington, were (front row, l to r): Carl Burkla manager, WTOP Washington; J. Harold Ryan, Assistant Director Censorship for broadcasting; Carleton Smith, manager, WRC Washin ton. Standing, Lt. John Dodge, formerly commercial manager of WR Eugene Carr, assistant to the president WGAR, WJR, KMPC; Oli Gramling, assistant manager, Press Assn., New York; James V. McCo nell, general manager, NBC Spot Sales, New York.

Newspaper Heads Hatch Pla To Offset Radio Retail Driv

RADIO COMPETITION to newspapers in the retail advertising field brought a concerted cry for immediate retaliatory action from the nearly 400 members of the Newspaper Advertising Executives Assn. in wartime conference, Oct. 11-12, in Chicago.

Although careful to avert any suggestion that the NAEA was engaging "in a cat-and-dog fight with radio," the meeting resulted in a proposal for a central organization to prepare and disseminate promotional material on retail advertising to meet competition "by other media."

RESOLUTIONS

Unanimously approved by the NAEA were the following resolutions recommended by the Retail Promotion Committee:

1. Resolved, That the report of the Retail Promotion Committee be accepted with sincere and hearty thanks and with the understanding that the committee has fulfilled its duty and therefore is automatically dissolved.

2. Resolved, That this NAEA assembly approves and requests action as soon as possible on Proposed No. 1 of said Retail Promotion Committee, namely that the material presented by the members of the committee in the meeting and any similar material now in their hands, be prepared in booklet form for distribution to NAEA members and through them to their salesmen and any advertisers, agencies, etc., to whom they wish to send them.

3. Resolved, That this NAEA assembly endorses the belief expressed in Proposal No. 2 of said Retail Promotion Committee's report, namely, the belief that the newspapers of America should have a central organization for the preparation and dissemination of proper promotional material on retail advertising; and that this organization should be capable of leading the way in careful research and should be held responsible for the newspapers' public relations with retail trade organizations.

4. Resolved, That it is the will of this NAEA assembly that the president should promptly appoint a committee of five members for the purpose of studying the newspaper re advertising situation; that all p posals arising out of the Retail P motion Committee's report or com from members, regarding the se operation and financing of such organization as described in Res tion No. 3 be referred to that c mittee; that said committee for late a plan for submission to board of directors; and that the bo

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!
• ASK A JOHN BL ABOUT SPOT
JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL RADIO STATION REPRESE

of directors be empowered to put said plan into operation at once, when as and if it is approved.

Speakers Reflect Concern

Besides taking such action to overcome radio's "invasion of the retail field", which accounts for all but 35% of newspapers' total annual advertising revenue, members of the NAEA discussed the possibility of rationing advertising to meet the curtailment of newsprint through paper rationing.

Speakers at the two day sessions included: Cranston Williams, general manager of ANPA, who expressed an optimistic outlook on the paper shortage; James R. Brumby, of the *Atlanta Journal*, who spoke on 'Radio's Invasion of the Retail Advertising Field"; Samuel G. Howard, of the *Minneapolis Star Journal & Tribune*, whose talk was on "Radio Advertising vs. Newspaper Advertising for Retailers"; Vernon Brooks, of the *New York World Telegram*, who spoke on "The New York Newspapers' Study of Radio in the Retail Field"; Robert K. Drew, of the *Milwaukee Journal*, whose talk was on "The Retail Promotion Committee's Proposed Plan"; Raymond C. Cram, of the *Columbus Dispatch* and president of the National Newspaper Promotion Association, who called for expansion of the newspaper promotion budget to over a million dollars annually.

Miss Reggie Schuebel
Duane Jones Co.
New York, N. Y.
Dear Reggie:

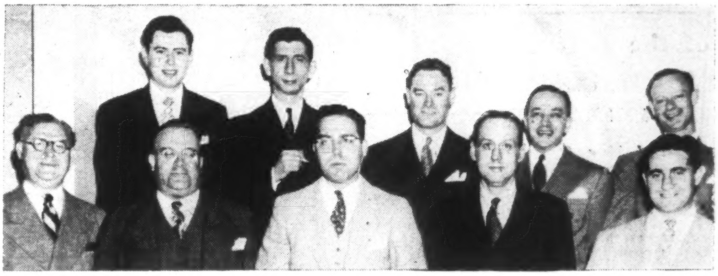
At the time of this writing (Oct. 9), West Virginia stands out as undisputed winner of an undeclared war between the states to see which would oversubscribe its 3rd War Loan quota by the largest percentage. Reports from the Federal Reserve System show that W. Va. sold 171% of its quota, or a total of $129,631,692.50. Maryland, a front runner throughout the campaign, but overtaken in the dying days of the drive by the Mountain State, clung to second place with a percentage record of 158. It was said that Ohio, Georgia, Rhode Island, New York and Minnesota finished behind Maryland in that order. And incidentally, Reggie, our home county, Kanawha, sold 287% of its quota which amounted to 42% of W. Va's. total sales. Of course WCHS played an important part in this drive by delivering powerful selling impacts on both sustaining and sponsored time. I think you'll agree it's hats off to W. Va., and especially to Kanawha County.

algy

Regards

Yrs.
ALGY

WCHS
Charleston, W. Va.



AMONG THOSE ATTENDING the national premiere of the NAB film, "Air Force and the Retailer" in Washington, Oct. 12 at the Statler Hotel were: (front row, l to r) Joseph Katz, Joseph Katz Co., Baltimore; Al Porter, account executive of Lewis Edwin Ryan, Washington; William F. Sigmund, copy chief of Henry J. Kaufman Adv. Agency, Washington; Courtland D. Ferguson, head of Courtland D. Ferguson Inc., Washington; Al Charles, of the radio department of Kal Advertising, Washington. Rear, Robert Enders, radio director of Kal Advertising; Harwood Martin, Harwood Martin Adv. Agency, Washington; Mahlon Glascock, commercial manager of WRC Washington; Jerry Lichtman, Lichtman Adv. Agency, Baltimore; Jeffrey Abel, radio director Kaufman Agency.

Expectation Keynotes Replies After Retailers Saw NAB Film

REACTION of the Washington retailers attending the National Assn. of Broadcasters' "Air Force and the Retailer" showing was generally one of expectation for further information to come from the booklets NAB has ready for distribution. As one department store executive said, "It planted the seed. And if I were planning a radio program, I would await the pamphlets with great expectation."

Many store representatives were greatly interested in the graphic charts, and information further developed by the commentary. Practically all agreed that the show was extremely well presented, and enlightening to the retailer unfamiliar with radio as a medium for advertising, although several expressed the opinion that the program could be shortened to advantage.

'Radio Accepted'

The head of a well-known Washington jewelry company, already extensively using radio, said, "The show was done in excellent style. NAB put over the idea especially well that radio can emphasize points that newspapers cannot, and that is very helpful to the retailer."

One representative of a large department store felt that the program stressed the idea of selling radio as a good medium, whereas according to the retailer, radio is already accepted, as much as the newspaper or motion picture, and therefore does not need to be further publicized. He expressed the need of more definite information on how the retailer can make use of radio. However, many questioned expected the station salesmen and agencies to supply this concrete information concerning specific programs for individual stores with individual problems.

The NAB show answered one of the problems faced by a large banking concern. The spokesman stated that his bank had been using radio throughout the country, and often was dissatisfied with results. "Our aim was to reach a small local group," he said, "but often we were forced to buy a block of time that overcovered the area we desired. The consequences were that we reached an audience that was not completely within the level we had aimed for, not always sympathetic to our messages.

"But through the NAB film and comments," he continued, "we see that in order to get a desired effect from an audience, an advertiser must key his message to the audience he wants to build. The film pointed out that, to be effective, a program must be aimed directly, and not generally for the whole area of listeners."

Proposed CBC Head

LEONARD BROCKINGTON, Ottawa lawyer, first chairman of the Canadian Broadcasting Corp., is the latest to be suggested for the post of general manager of the CBC, vacated by the recent return of Dr. J. S. Thomson to the presidency of Saskatchewan University. Mr. Brockington, since resigning as chairman of the CBC board of governors early in the war, has been special Canadian war historian, advisor to Prime Minister King, and lately special advisor to the British Ministry of Information. He is back in Ottawa, and is reported as having been approached for the post of CBC general manager. The CBC board meets Oct. 22 to make its recommendations to the Canadian government, which makes the appointment.

RICHARD G. MEYBOHN, advertising manager of J. W. Robinson Co., Los Angeles department store, will speak when the NAB's new retail promotion plan is presented at the Los Angeles Biltmore on Oct. 21. Mr. Meybohm, formerly on the advertising and promotion committee of the NRDGA, aided NAB in creating the plan.

"It's just that my advertising on WFDF Flint Michigan has always brought me good luck."

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

Dominating Its Community in Public Service!

KOIN
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Whos Who" in National Advertising. List on request

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 9 TO OCTOBER 15 INCLUSIVE

Decisions . . .

OCTOBER 9

Adopted order affirming action of Motions Commissioner denying petition of Steven A. Vetter to intervene in hearing on applications of Ralph A. Horton, assignor, and Fort Industry Co., assignee for voluntary assignment of license, and CP, etc.

OCTOBER 11

WKNE Keene, N. H.—Acquisition of control of licensee corp. by M. S. Wilder and H. C. Wilder through issuance of preferred stock.

WRUF Gainesville, Fla.—Special Service Authorization for unlimited time, 100 w after sunset at Denver; 5 kw before sunset at Denver to Feb. 1, 1944.

OCTOBER 12

WCSH Portland, Me.—Granted consent to transfer of control of Congress Square Hotel, licensee, from Adeline B. Rines, executrix of estate of Henry P. Rines, deceased, to Adeline B. Rines, William H. Rines, and Mary R. Thompson. No money involved.

KFJI Klamath Falls, Ore.—Granted involuntary transfer of control of KFJI Broadcasters Inc. from John A. Kincaid, deceased, to George Kincaid, executor.

WMVA Martinsville, Va.—Granted permission move main studio locally.

KTRH Houston—Dismissed application for special service authorization to operate on 740 kc, 50 kw D, 25 kw N, with temp. DA-N, for period to Feb. 1, 1944.

Sikeston Community Broadcasting Co., Sikeston, Mo.—Denied petition for reinstatement of application for CP for new station on 1300 kc, as FCC policy of Aug. 11, 19 re limits reinstatement of applications to those involving authorizations for local channels, whereas applicant requested regional channel.

Burns Ave. Baptist Church, Detroit—Granted on Oct. 2, extension authority transmit programs to CKLW Ontario.

KFI Los Angeles—Granted, Oct. 8, motion to take depositions re hearing on Oct. 26 on application of Iowa State College of Agriculture and Mechanical Arts, licensee of WOI Ames, for special service authorization to operate on 640 kc from 6 a.m. to local sunrise, CST, with 1 kw.

OCTOBER 13

KWSC Pullman, Wash.—Granted petition to dismiss without prejudice application for mod. license to operate on 1030 kc, 1 kw N, 5 kw D, unlimited.

WJBW New Orleans—Continued hearing on license renewal from Oct. 25 to Nov. 8.

Head of the Lakes Broadcasting Co., Superior, Wis.—Accepted amendment to application for new FM station to specify equipment now used at W9XYH; application removed from hearing docket.

OCTOBER 14, 1943

WWPG Palm Beach—Granted change in corporate name from Lake Worth Broadcasting Corp. to Palm Beach Broadcasting Corp.

WLBZ Bangor, Me.—Granted license to cover CP for power increase, new equipment, DA-D-N.

Adopted Oct. 12 order denying petition for intervention of Ira Chase Koehne in behalf of himself and others indicated as creditors of Blue Network, et al, in matter of RCA (transferor) and American Broadcasting System (transferee).

Applications . . .

OCTOBER 12

WHDH Boston—DA after sunset at Gainesville, Fla., instead of local sunset.

KTBS Shreveport—License to cover CP to move auxiliary transmitter.

OCTOBER 13

WGRC Louisville—License to cover CP to move transmitter and studio.

WJOB Hammond, Ind.—License to cover CP for power increase, change type transmitter.

Tentative Calendar . . .

KWSC Pullman, Wash.—Requests 1030 kc, 1 kw N, 5 kw D, unlmited; facilities KOB (Oct. 18).

Network Accounts
All time Eastern Wartime unless indicated

New Business

T. H. ESTABROOKS Co. Ltd., Toronto (tea), on Oct. 13 started *Theatre Chez Nous* on CKAC CHRC, Wed. 9-9:30 p.m. Agency: McConnell Eastman, London, Ont.

ST. PETER'S SEMINARY, London, Ont., on Oct. 17 started *School of Christ* on CFPL CKOC CKNX CKLW CKCL, Sun. 4-4:30 p.m. Agency: Direct.

RCA VICTOR Ltd., Montreal (records and tubes), on Oct. 11 started *Romance Lireque Victor* on 6 CBC French stations, Mon. 9-9:30 p.m. Agency: Spitzer & Mills Ltd., Toronto.

ROYAL CANADIAN Air Force, Dept. of National Defense, Ottawa (recruiting), on Oct. 24 starts *L for Lanky* on 55 CBC stations, Sun. 7:30-8 p.m. Agency: Baker Adv. Agency Ltd., Toronto.

IMPERIAL OIL Ltd., Toronto (gasoline and oil), on Oct. 30 starts *N. H. L. Hockey* on 49 CBC stations, Sat. 9-10:30 p.m. Agency: MacLaren Adv. Co., Ltd., Toronto.

ST. LAWRENCE STARCH Co., Ltd., Port Credit, Ont. (corn syrup), on Oct. 30 starts *Wes McKnight* sportscast on 43 CBC stations, Sat. 7-7:15 p.m. Agency: McConnell Eastman, Toronto.

LEHN & FINK PRODUCTS Co., New York (Hinds' Honey & Almond cream), on Oct. 25 starts *Blind Date* on 153 BLUE stations, Mon., 8:30-9 p.m. (repeat, 12 midnight-12:30 a.m.). Agency: Wm. Esty & Co., N. Y.

GROVE LABS., St. Louis (cold tablets), beginning Nov. 1 will sponsor a quarter-hour news commentary program featuring Ray Dady on 57 MBS stations. Mondays through Fridays from 1-1:15 p.m. for 26 weeks. Agency is Russell M. Seeds Co., Chicago.

A. E. STALEY MFG. Co., Decatur, Ill. (starch and milling products), on Nov. 29 starts *Sweet River* on 157 BLUE stations, Mon. thru Fri., 10-10:15 a. m. Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN BIRD PRODUCTS, Chicago (canary feed), on Oct. 17 starts *American Radio Warblers* on nine Mutual stations, Sun., 1:15-1:30 p.m. Agency: Weston-Barnett, Chicago.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel), on Oct. 4 started *Words in the News* on about 80 MBS stations, Mon., Wed., and Fri., 11:55-12 Noon. Agency: Joseph Katz Co., Baltimore.

Renewal Accounts

BRISTOL MYERS Co., New York (Mum), on Oct. 29 renews for 13 weeks *Parker Family* adding 6 stations to make a total of 129 BLUE stations, Fri., 8:15-8:30 p.m. Agency: Pedlar & Ryan, N.Y.

Network Changes

PROCTER & GAMBLE, Toronto (P & G Soap), on Oct. 11 replaced *Snow Village* with *Right to Happiness* on 11 CBC stations, Mon. thru Fri. 3:45-4 p.m. Agency: Compton Adv., New York.

CHESEBROUGH MFG. Co., New York (vaseline products), on Dec. 18 shifts *Dr. Christian* on 124 CBS stations, Wed., 8:30-8:55 p.m., (PWT), from Hollywood to New York for six weeks or more. Agency: McCann-Erickson Inc., N.Y.

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco, (institutional), on Oct. 31 shifts *California Carry On!* on 5 CBS Cal. stations, from Sun., 8:30-9 p.m. (PWT), to Sun., 9:30-10 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 5 shifted *Treasure Chest* on 126 NBC stations, Tues., 8:30-9 p.m., from New York to Hollywood. Agency: Roche, Williams & Cunnyngham, Chicago.

Transfer Explained

REX SCHEPP, who transferred an agreement with M. C. Reese to purchase KPHO Phoenix to Phoenix Broadcasting Co. for 333 1/3 shares of stock [BROADCASTING, Sept. 27] paid $25,000 for the 33 1/3 shares he acquired in Phoenix Broadcasting Co., according to a letter to BROADCASTING from Mr. Schepp. Mr. Schepp is president of the new Phoenix company and business manager of WIRE Indianapolis. He stated that BROADCASTING'S story was "certainly very fair" but that it "might create a wrong impression."

ALFRED EICHLER, for many years a member of the copy staff of Ruthrauff & Ryan, New York, is author of a current mystery novel, *Murder in the Radio Department*, published Oct. 15 by Gold Label books.

in the CONTROL ROOM

ANNA BURGESS has joined th control room staff of WIS Columbia S. C.

GEORGE COCKELL and Clarenc "Pop" Wells are part time member of the WNLC New London transmit ter staff.

I. A. MARTINO, chief engineer WDRC Hartford, is observing his 20t anniversary with the station th month.

T. O. MOORE, studio engineer WMNN Fairmount, W. Va., is th father of a boy born Sept. 25.

WILLIS TOLER has joined the e gineering staff of WGKV Charlesto W. Va.

STU LELAND, formerly of th WSRR Stamford, Conn., engineerin staff, is now located at Camp Cro der, Mo.

HOWARD W. BENNETT has be named manager of the specialty di sion of the electronics department General Electric Co., New York, which capacity he will be responsib for the engineering, manufacturi and sales operations of that divisio

ALLEN BODE, formerly of OW San Francisco, has joined CBS Holl wood as senior sound effects engine Chester Kessler has also been add to staff as junior sound effects eng eer.

C. M. WOODS, operator of CK Winnipeg for the past 15 years, joined the Canadian Army. Pe Burgess of CKY's operating staff joined the Royal Canadian Air For

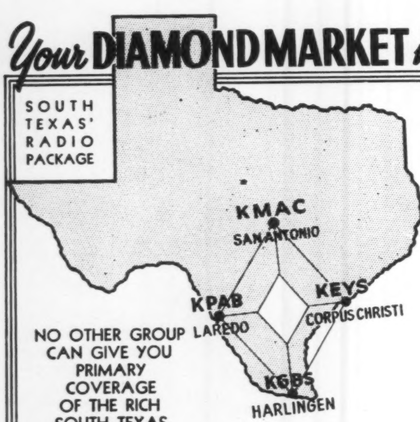
ED McKENZIE has joined the op ating staff of CKY Winnipeg. He w formerly with Montreal stations.

DEREK NELSON has joined CK Brandon, Man., as transmitter op ator.

E. H. DAVIES, chief transmitter erator of CKX Brandon, has be appointed chief announcer of the s tion.

BOB FORTUNE, new to radio, joined the technical department CKWX Vancouver.

JOHN TURNER, studio technician WGN Chicago and the transmitter W59C, WGN's FM station, was ducted in the Army Oct. 9.



Your DIAMOND MARKET in a GOLD SETTING

NO OTHER GROUP CAN GIVE YOU PRIMARY COVERAGE OF THE RICH SOUTH TEXAS MARKET

Here's complete primary coverage of the whole, rich South Texas market—including San Antonio, largest military center in the U. S., Corpus Christi with the largest naval school in the U. S., Harlingen with the largest gunnery school in the U. S., Laredo with the largest range-finding school in the U.S.—at low cost. 4 prosperous markets in one. Your account handled individually by the four stations, working closely with retailers and wholesalers in each area. Literally, a diamond market in a setting of gold! Write for details.

★ ★ ★

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

★ ★ ★

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

21
YEARS OF PUBLIC SERVICE
WSB
NBC

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

etail Salesman—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

anted—Good operator-announcer in California. First or second license. Union Station. Permanent. Send transcription. KFRE, Fresno, California.

HIEF OPERATOR—For small Pacific Coast Station. Reliable man for combination work and complete control of staff is wanted. IBEW rate $1.27. Until war job occupied 7 years and probably clear for right man. Write all details. Box 411, BROADCASTING.

rst Class Radio Telephone Operator—Permanent position. Union scale. Contact Chief Engineer, WDSU Inc. New Or-eans, La.

nouncer—Permanent position, with opportunity for talent fees, for well qualified ambitious staff announcer. Must have ood record of steady progress, a sound ducation, and be draft deferred. Please end small photo, audition transcription nd detailed experience. Station WIS olumbia, South Carolina.

ef Engineer—Who can assume complete harge of technical department. Good alary, permanent position. In reply ive complete information—age, ex-erience, marital and draft status, and icense. Write KRIC, Beaumont, Texas.

COUNT EXECUTIVE AND MERCHANDISING MANAGER—We are plan-ing not only for present but post war. or this man a 5 k.w. CBS affiliate in iddlewest offers a splendid opportunity. ualifications: Married, draft exempt, ober, reliable, 5 years radio background, nowledge of department store sales and erchandising necessary. Send full par-culars including age and photograph if ossible. Box 415, BROADCASTING.

ft Deferred—Licensed first, second, or ird class operators. Rocky Mountain 5 w. network station. Box 418, BROAD-ASTING.

NOUNCER — Experience preferred; ell-recommended radio school graduate nsidered; by New England network filiate. $35 per week. Tell all in first tter. Box 416, BROADCASTING.

ineer—First Class license for trans-itter-control. State experience, draft atus, all details. 1 kw network regional. ALB, Albany, Georgia.

ouncer—Permanent position with 5 , regional network station for draft ferred, experienced man. Box 417, ROADCASTING.

Situations Wanted

o Executives—Need a young man, 4-F, work on commercials, production, or blicity? Have been faithfully studying dio while working in large agency's ckroom. Box 419, BROADCASTING.

AGER—Now employed as manager l network affiliate desires permanent ition manager or commercial man-r larger station or larger market. ccessful sales and management record, ears radio, 6 years newspaper. Re-le famliy man, two children. Box , BROADCASTING.

ienced Commercial Manager—Proven ability. Presently employed. Draft pt. Desires change. Write Box 395, OADCASTING.

OUNCER—Young 4-F, experienced s, sports, commercials desires posi- with future, preferably specializing ports. Box 396, BROADCASTING.

Chief Engineer—At a small station large city is looking around. Box BROADCASTING.

ncer—Young, experienced, fluent ad- personality. Hon. Army Discharge. Start immediately anywhere. $40.00. er South. Box 398, BROADCASTING.

Situations Wanted (Cont'd)

Experienced Production—Script and copywriter, specializing in morale, politics, labor and educational material. Graduate psychologist and teacher. Validity of your material confirmed by leading educators, PTA groups, etc. Woman, age 26. Chicago only. Box 399, BROADCASTING.

Announcer—Several months experience. References. Ambitious. Operating. Box 400, BROADCASTING.

Announcer—Age 31, married, two children. 3-A classification. 3 years experience-News-Remotes-Staff-Sports and Special Events. Will accept staff with a good station. Prefer program directors duties. State starting salary. Box 402, BROADCASTING.

Man-Woman—Man with 5 years announcing experience; commercial major network program, regular programs on other networks. Woman, experienced in scripts and continuity writing, also air experience. Both now employed by 50,000 watt northern basic network station. Climatic conditions necessitate change. Detailed particulars upon request. Box 405, BROADCASTING.

STATION MANAGER—Who can sell personally, direct salesmen and provide saleable ideas—as well as manage and direct station. 14 years experience. Now employed, married, age 38. A-1 reference. Available two weeks notice. Box 406, BROADCASTING.

If You Have Interesting Promotion Or Public Relation Activity—For a man 46, with a background of Music, Stage, Radio, Administration, and Personnel—kindly write Box 407, BROADCASTING.

Young woman—North Carolinian, age 30, six months technical training, restricted permit holder, high school education, wants position operator (have own car if transportation a problem) or control board operator. Willing go anywhere. Box 408, BROADCASTING.

Radio Engineer—9 years in Broadcasting. 6 years as Chief Engineer. 4 years in telephone company. Now in development lab for Radio Manufacture. Would like to get back into Broadcasting as Chief Engineer of some station. Box 409, BROADCASTING.

Commercial Manager-Salesman — University graduate. Age 38, two children. 13 years top salesman same midwest newspaper-radio combination. Aggressive and ingenious. Top references. Go anywhere. Box 410, BROADCASTING.

For Sale

For Sale—RCA 5-C 5-kw transmitter, complete. Also 179 foot Blaw-Knox self-supporting insulated tower. Write KFAC, Los Angeles.

Wanted to Buy

WANTED—Three Cannon Type-P, Three Pin Insert, Male Microphone Plugs, also RCA Recording Attachment Type 72-C, No. MI-4877. Box 422, BROADCASTING.

Full Or Part Interest—In small station of big potentialities. Box 401, BROADCASTING.

Wanted To Buy—Complete studio equipment for small station, including control console, turntables, microphones and speakers. Box 403, BROADCASTING.

Wanted to Buy—FCC approved frequency and modulation monitors. Box 404, BROADCASTING.

Wanted to Buy—250 Watt transmitter. Also FCC approved modulation monitor and miscellaneous equipment. Box 412. BROADCASTING.

Wanted to Buy—Regional or local station Midwest or Southwest. Box 414, BROADCASTING.

"Ad-Lookers" Please Skip This!

If you are a chronic "Ad-Looker"—one of those innumerable young people in radio who are always reading the ads in Broadcasting, in the belief that any job is better than the one you have now—please skip this advertisement.

We are a good-sized mid-western station, able and willing to pay good salaries to capable people. We do not ordinarily engage personnel through advertising. However, war is affecting our staff, and we can now use a GOOD announcer, and a GOOD continuity writer.

If you are substantial, eager for opportunity to advance and improve yourself, being adequately paid meanwhile, write **Box 420, BROADCASTING.** Your background and references must stand careful inquiry.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Weather Reports Back on Air As Censorship Ban Is Eased

Industry Quick to Revive Revenue Item After Wartime Restrictions on Reports is Changed

A TWO-million-dollar annual revenue source for broadcasting was revived Oct. 12 when the Office of Censorship relaxed its ban on the broadcast of weather reports. Announcement of the order was made by Byron Price, Director of Censorship, and its provisions also eased the restrictions on newspaper weather reports.

The action brought a word of praise for broadcasters from J. Harold Ryan, Assistant Director of Censorship for Broadcasting. Though the weather portion of the code was violated more than any other provision, he said, accidental violations were inevitable because of the subject matter.

Difficult to Obey

"Only occasional violations have been noted," Mr. Ryan said. "These have been of an inconsequential nature, without any attempt to evade the code." Mr. Ryan observed that weather is an important subject of conversation, and some violations were inevitable. Chief source of violations was found in impromptu interviews and ad lib programs.

Broadcast stations over the country were quick to turn attention of sales staffs to the weather ruling. Most stations in the past had sold weather reports as station breaks or on announcement programs.

In announcing the action amending the Press and Broadcasting Codes, Mr. Price said the relaxations are justified by improved defense and other war conditions. Complaints about lack of weather reports on the air have been frequent, especially from rural sections.

Three restrictions are still imposed on weather reports. First, they must be official. Second, barometric pressure must not be mentioned. Third, wind direction must not be included.

In Washington, five of the six stations were resuming sponsored weather reports by the middle of last week. One station, WMAL, incorporates weather bulletins in the regular reports but does not sell them.

The majority of New York's independent stations have resumed daily broadcasts of official weather reports, while those few not already carrying full reports are making plans to do so in the near future, it was learned by BROADCASTING two days after the Office of Censorship relaxed the restrictions. Those reported carrying official forecasts include WMCA, WHN, WNEW, WQXR, WNYC, WOV, WBYN, WINS.

WOR stated that a pre-Pearl Harbor weather news contract with Breyer Ice Cream Co. had been renewed under Breyer's stipulation that "when, as and if" the government ban was lifted, the company wished to resume. Effective Oct. 12, Breyer started sponsoring Monday through Friday at 5:59 p.m., Monday through Sunday at 11:15 p.m., Saturdays at 12:45 p.m. and Sundays at 1 p.m. WOR also presents weather reports five times weekly at 8 a.m. as a public service.

WABC also began weather announcements on Arthur Godfrey's program; *Reveille Girl;* 7:45 a.m. news, and at various breaks during the day.

Began 2 Years Ago

On such short notice, it was found that few advertisers had had time to contract for weather news in the New York area. Esso Marketers, however, reported that on the date the restriction was lifted, the *Esso Reporter* program re-instituted weather news.

The U. S. Weather Bureau order to broadcasting stations to cease airing weather reports was released soon after Pearl Harbor [BROADCASTING, Dec. 22, 1941], and a clear definition of rules on weather broadcasts was included in the Wartime Code of Practices for Broadcasters, released by the Office of Censorship in January, 1942 [BROADCASTING, Jan. 19, 1942].

Fleischmann Switches

EXTENDING distribution and advertising of Fleischmann's Vitamin Yeast tablets from New England to upper New York state, Standard Brands Inc., New York, is running transcribed announcements on some seven stations in the latter area, in addition to cut-ins on *One Man's Family* on NBC. New York state drive began a month or so ago. New England spot drive has come to a close. Agency is Kenyon & Eckhardt, New York.

Canada Lifts

COINCIDENT with the lifting of restrictions on weather reporting in the United States, the Canadian censors on Oct. 12 announced new regulations covering the publication and broadcasting of weather forecasts amending the restrictions as they apply to Canada from Montreal west. From Montreal east the previous strict wartime censorship on weather forecasts remains in force.

WEATHER ORDER

TEXT of the Office of Censorship order on weather reports was announced Oct. 12 by Byron Price, Director, as follows:

Effective at 12:01 a.m. (EWT) Tuesday, Oct. 12, the Press and Broadcasting Codes are amended as follows:

In the Press Code, on Page 5, strike out the entire section under the heading "Weather," and substitute the following:

"Weather forecasts or maps other than those officially released by the Weather Bureau."

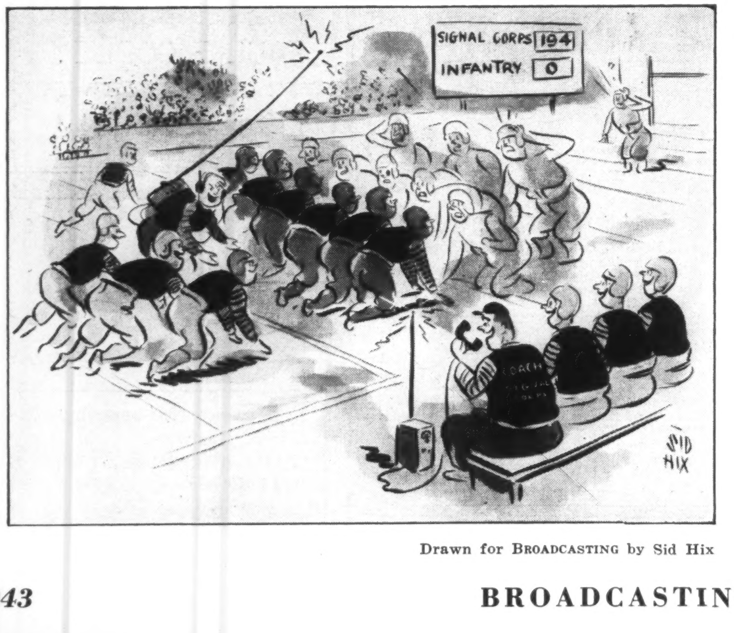
In the Broadcasting Code, on Pages 1 and 2, strike out all of Section 1 (a) and substitute the following:

"(a) Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in *emergency* warnings released specifically for broadcast by the Weather Bureau authorities."

This means that newspapers no longer are requested (after midnight tonight) to restrict official weather forecasts, reports of weather conditions and temperature charts to any designated area; and that broadcasting stations no longer are requested (after midnight tonight) to omit official weather forecasts or other weather data except wind direction and barometric pressure.

These relaxations are warranted by improved defense and other war conditions. The diminishing benefits from weather restrictions now appear to be over-balanced by the inevitable handicaps imposed on farming, aviation, shipping and other essential activities by inadequate weather information.

We are reviewing other Sections of the Press and Broadcasting Codes to see whether additional relaxations may not be possible and advisable in the national interest.



Drawn for BROADCASTING by Sid Hix

DISCOVERY

By Ryan Denied By Godwin, Who Claims Mahoney!

EDITOR BROADCASTING:

On this day, anniversary of th landing of Columbus on the lan he discovered but did not fully ap preciate, I want to correct a state ment made in your current numbe in the interesting article on Claud Mahoney. It is said there that was discovered by Lewis Edwi Ryan. In truth, I had been on th air for the *Washington Times* f a long time before Mr. Ryan ap proached me.

I had also been sponsored by th Remington typewriter people. was at the end of the latter pr gram that Mr. Ryan and I becam acquainted. That may have been discovery to Mr. Ryan, but surely had not been hidden from the pu lic ear before that time.

However, I really dscovere Claude Mahoney myself. He su stituted for me on more than o occasion for vacation purpose Now really that was a discovery.

EARL GODWIN

Washington, D. C.
Oct. 12, 1943

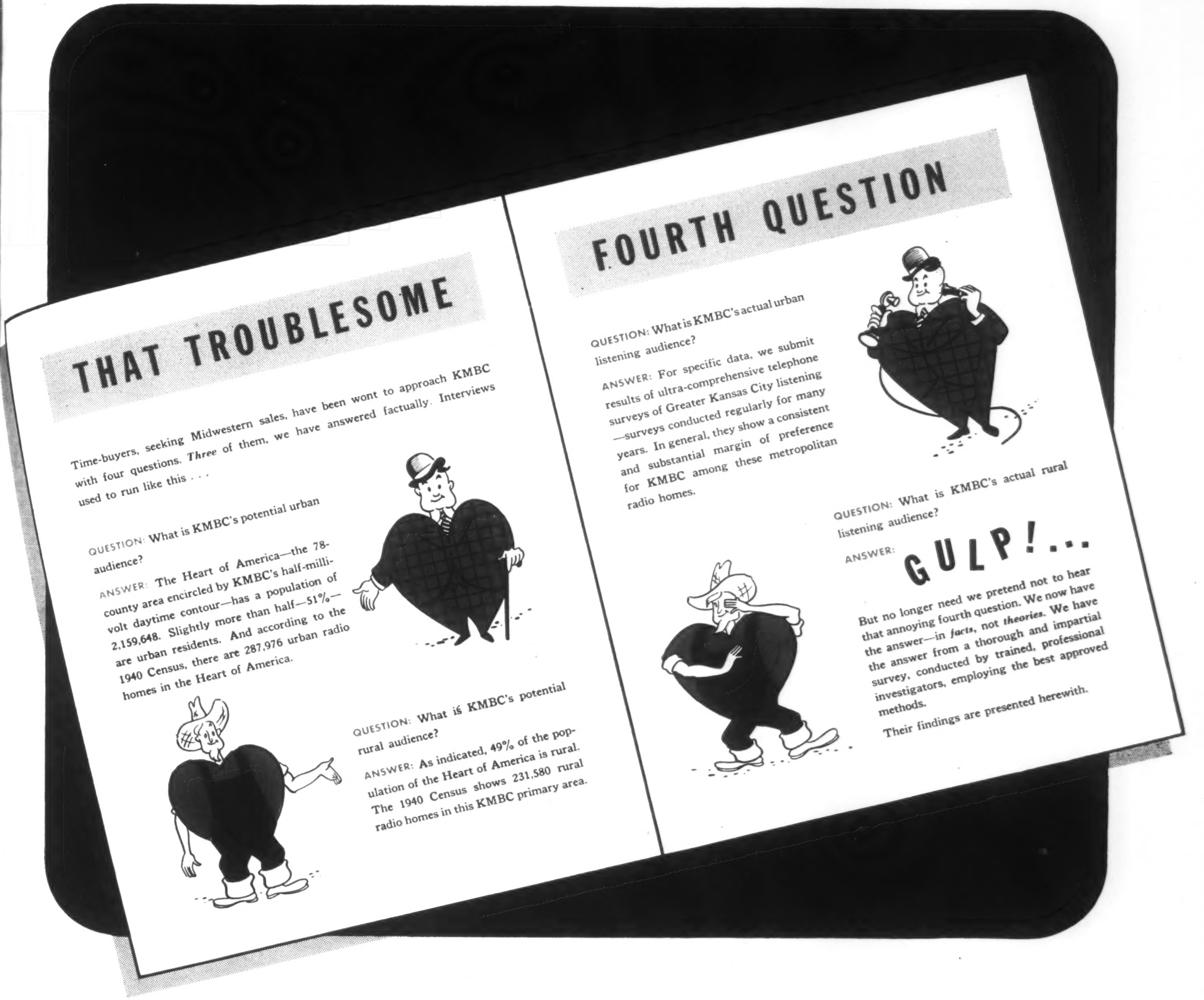
LEHN & FINK TAKES 'BLIND' DATE SHO

LEHN & FINK PRODUCTS Cor which has been sponsoring the a dience participation series *Take-* *Card* on Mutual since last Ap has discontinued and on Oct. will start *Blind Date* on 157 BLU stations, Mondays 8:30-9 p.m. T latter program was used this p summer on NBC by General Fo Corp. as a summer substitute f *Maxwell House Coffee Time*, a under its new sponsor it will c tinue to feature Arlene Francis m.c.

As before, the program gives servicemen an opportunity to "m a date" by phone with three g either models or actresses, the th winners taking their "dates" to Stork Club, with Lehn & Fink p ing the bill. Three losing serv men receive cash prizes. Prod promoted include Hinds Honey Almond Cream, Hinds hand cr and Pebeco toothpaste. Annou will be Jimmy Wallington, and ducer-director will be Tom Wal Agency is Wm. Esty & Co., York.

Grombach Wins Re-tri

GROMBACH PRODUCTIO Inc., New York, program pr tion firm which filed a damage in August, 1939, against Fred ing, his manager, John O'C Grove Laboratories, and the S Goble Adv. Agency, now diss won $30,000 of the $60,000 orig ly sought, in a re-trial of the last Wednesday in New York preme Court. Suit was base material used without author Waring's show for Grove's B Quinine, and was tried and missed on a "question of three years ago, after which plaintiff appealed. The App Court ordered re-trial of the which was held last week.



THAT TROUBLESOME FOURTH QUESTION

Time-buyers, seeking Midwestern sales, have been wont to approach KMBC with four questions. *Three* of them, we have answered factually. Interviews used to run like this . . .

QUESTION: What is KMBC's potential urban audience?

ANSWER: The Heart of America—the 78-county area encircled by KMBC's half-millivolt daytime contour—has a population of 2,159,648. Slightly more than half—51%—are urban residents. And according to the 1940 Census, there are 287,976 urban radio homes in the Heart of America.

QUESTION: What is KMBC's potential rural audience?

ANSWER: As indicated, 49% of the population of the Heart of America is rural. The 1940 Census shows 231,580 rural radio homes in this KMBC primary area.

QUESTION: What is KMBC's actual urban listening audience?

ANSWER: For specific data, we submit results of ultra-comprehensive telephone surveys of Greater Kansas City listening—surveys conducted regularly for many years. In general, they show a consistent and substantial margin of preference for KMBC among these metropolitan radio homes.

QUESTION: What is KMBC's actual rural listening audience?

ANSWER: **GULP!...**

But no longer need we pretend not to hear that annoying fourth question. We now have the answer—in *facts*, not *theories*. We have the answer from a thorough and impartial survey, conducted by trained, professional investigators, employing the best approved methods.

Their findings are presented herewith.

Have you received your answer to *that troublesome fourth question?* There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is *rural*, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners' acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. *KMBC Service Farms*, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart . . ." a copy will be sent, if you just say the word!

KMBC
OF KANSAS CITY

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS